



# புதுச்சேரி மாநில அரசிதழ்

## La Gazette de L'État de Poudouchéry The Gazette of Puducherry

### PART - I

சிறப்பு வெளியீடு

EXTRAORDINAIRE

EXTRAORDINARY

அதிகாரம் பெற்ற  
வெளியீடு

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No. }	Puducherry	Friday	31st	December	2021

GOVERNMENT OF PUDUCHERRY  
DIRECTORATE OF INDUSTRIES AND COMMERCE  
(SECRETARIAT WING)

(G.O. Ms. No. 06/IND&COM/EXPORT POLICY/2021-22,  
Puducherry, dated 17th September 2021)

#### NOTIFICATION

The Export Policy is a public policy measure aimed at enhancing export activity at the National or State level. Each State has a competitive advantage in specific sectors. It is therefore necessary that the States identify these thrust sectors and focus on developing their export strategy around them.

2. To become a part of the global value chain, it is important to adhere to International standards and quality for exports as defined by various Agreements say World Trade Organisation on Technical Barrier to Trade, Sanitary and Phytosanitary Measures, Preshipment Inspection and USDA Certification, Conformity European or any other Certification.

3. It is crucial for the Union territory of Puducherry to work towards enhancing the visibility of State Level products in International markets and to diagnose the existing bottlenecks that act as a barrier for efficient and effective free flow of International Trade as measured by the Time Release Study, an Internationally recognized tool advocated by World Customs Organisation.

4. The Government of Puducherry after careful examination of the matter and in consultation with the Directorate of Foreign Trade, Chennai, has framed the Export Policy for the Union territory of Puducherry with the vision to accelerate export promotion activities and to augment the quality of life of the entrepreneurs and the people of Union territory of Puducherry through pro-active services.

5. The Export Policy for the Union territory of Puducherry was approved by the Council of Ministers on 03rd September 2021.

6. The Hon'ble Lieutenant-Governor of Puducherry is also pleased to accord approval for the Export Policy for the Union territory of Puducherry which is appended to this Order.

7. The Directorate of Industries and Commerce, Puducherry, shall formulate guidelines wherever required for implementation of the Export Policy.

(By order of the Lieutenant-Governor)

**YASAM LAKSHMI NARAYANA REDDY,**  
Additional Secretary to Government  
(Industries and Commerce).

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## 1. PROFILE OF THE UNION TERRITORY OF PUDUCHERRY

### 1.1 Administrative Profile :

The Union Territory of Puducherry is placed in an advantageous position administratively in comparison to all its counterparts. It has Legislature with Council of Ministers to aid and advice the Administrator. The Union Territory is entrusted with legislative powers on any matter mentioned in the State List and Concurrent List, to the extent it applies to the Union Territory.

Puducherry is the capital city of Union territory of Puducherry. It has one more unique feature- despite it being a single administrative unit, the Union Territory is 'non-contiguous' (i.e.) its territory is not limited to one extent of land. It has enclaves located within other States. Districts of Union territory of Puducherry are:

1. Puducherry comprising of four Taluks, an enclave of Tamil Nadu
2. Karaikal comprising of two Taluks, an enclave of Tamil Nadu
3. Yanam comprising of one Taluk, an enclave of Andhra Pradesh
4. Mahe comprising of one Taluk, an enclave of Kerala

### 1.2 Geographical Factors :

Pondicherry, the capital of the Union Territory was once the original headquarters of the French in India. It was under French Rule for 138 years and was merged with India on 1<sup>st</sup> November 1954. It consists of an area of 1,12,077 sq.kms.

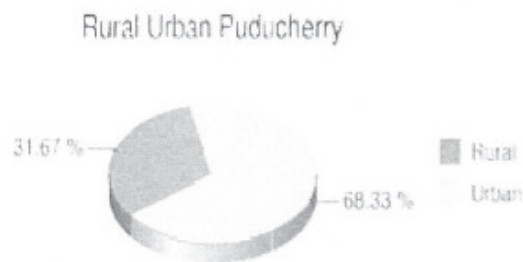
It is bounded on the east by the Bay of Bengal and on other three sides by Tamil Nadu. About 150 kms. south of Pondicherry on the East Coast lies Karaikal. Mahe is situated on the Malabar coast on the Western Ghats surrounded by Kerala. It can be reached from Calicut Airport, which is 70 kms. from Mahe. Yanam is situated adjoining East Godavari District of Andhra Pradesh and it is about 200 kms from Visakhapatnam Airport.

All four regions of Puducherry are located in the coastal region. There are five rivers in Puducherry District, seven in Karaikal District, two in Mahe region and one in Yanam region. These rivers drain into seas respectively, but, none originates within the territory.



### **1.3 Demographic Features :**

As per projection, population of Puducherry in 2021 is 16.92 Lakhs. Population growth rate in Puducherry is also impacted by migration from Tamil Nadu, Kerala and Andhra Pradesh. The rate of urbanization in Union territory of Puducherry is higher in comparison to the National average.



### **Population data for Union territory of Puducherry :**

Sl.No	District	Population	Increase	Sex Ratio	Literacy	Density
1	Puducherry	950,289	29.23 %	1029	85.44 %	3232
2	Karaikal	200,222	17.23 %	1047	87.05 %	1275
3	Yanam	55,626	77.19 %	1038	79.47 %	1854
4	Mahe	41,816	13.54 %	1184	97.87 %	4646

Source: Census 2011

### **1.4 Cultural Background :**

The Union territory of Puducherry has a richly cosmopolitan culture. The spirit of the Union territory of Puducherry lies in this unique fusion. Puducherry people speak French and English, along with Tamil, Telugu and Malayalam. An interesting fact about the people of Puducherry is that half the population in the region hold dual citizenship of both French and Indian. Since Puducherry was influenced by French, the influence of French culture is evident on the architecture, cuisine and lifestyle of the people of Puducherry. Leather, woodcraft, pottery, metalcrafts are some of the popular handicrafts in which the people of Puducherry are engaged.

### **1.5 Connectivity :**

Union territory of Puducherry has hasslefree connectivity due to its strategic location and it is well connected to all Southern States by air, rail and roadways enabling easy movement of both people and goods. Its good logistics strength makes it a gateway to highly potential southern market of the country. Availability of uninterrupted and higher band width net connectivity keeps the online and international markets closer.

### **1.6 National Level Indices of Union Territory :**

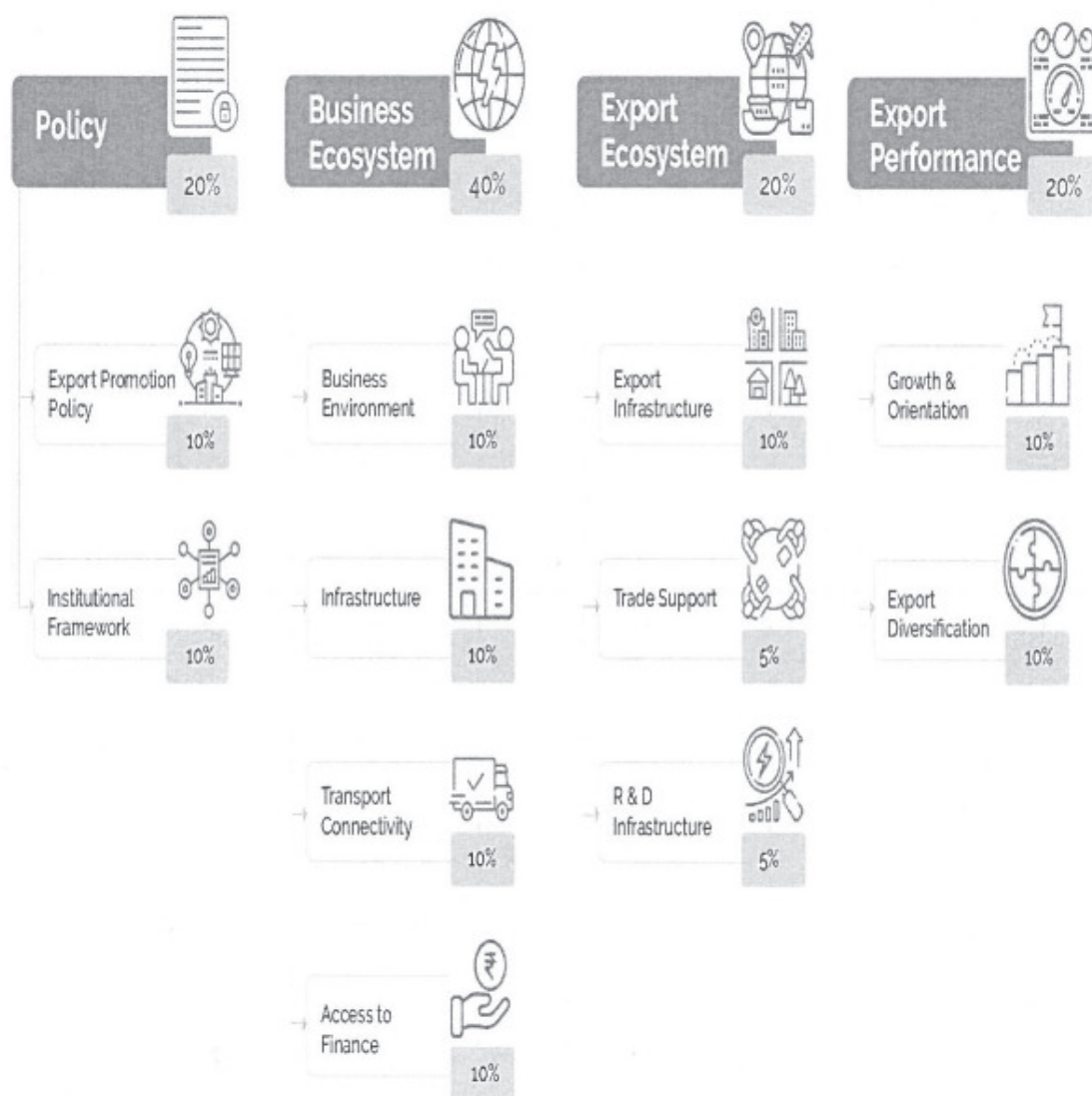
There are several national level indices formulated by various agencies/departments/ Ministries at the Central Government for understanding the export preparedness of each State/ Union Territories. Out of the many, four Indices have been selected and relied upon for understanding the Union Territory better.

#### **1.6.1 Export Preparedness Index (EPI):**

This report is prepared by NITI Aayog in association with Institute of Competitiveness. It aims to assess the readiness of all the States, in terms of their export potential and their performances, identify challenges and opportunities, enhance the effectiveness of government policies and encourage a facilitative regulatory framework.

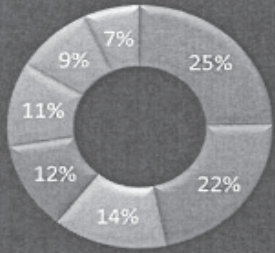


The calculation of Export Preparedness Index is based on several indicators which are categorised into four Pillars and eleven Sub-pillars. It will enable in precise and fair assessment of all the Indian States and Union Territories. The weightage given for each Pillar and Sub-Pillar indicators is tabulated in the below diagram:



The factors for consideration/profiles under each of the above-mentioned Indicators are provided in the Annexure list. This Export Promotion strategy draws heavily from these indicators. **Out of 36 States and Union Territories, Puducherry ranks 29 with EPI of 21.86 as of EPI, 2020.** This indicates that the Union Territory has large scope to grow on this front. In order to understand Union territory of Puducherry better and it was compared among its counterparts. Union territory of Puducherry is placed in the 4<sup>th</sup> position in comparison to its counterparts. The result is tabulated below:

### Export Preparedness score of Union Territories:

Rank	Union Territories	Export Preparedness Score	<b>Export Preparedness Score</b> 
1	Delhi	45.8	
2	Goa	40.94	
3	Chandigarh	26.07	
4	Puducherry	21.86	
5	Dadra and Nagar Haveli	20.77	
6	Andaman and Nicobar Islands	17.65	
7	Daman and Diu	12.76	

Source: Export Preparedness Index 2020

### 1.6.2 *Logistics Ease across Different States (LEADS):*

The LEADS Index is a composite indicator to assess international trade logistics across States/ Union Territories based on stakeholders' survey conducted by Ministry of Commerce and Industry during 2019. It is calculated based on eight parameters such as infrastructure, services, timeliness, track and trace, competitiveness of pricing, safety of cargo, operating environment and regulatory process. It aims to serve as an indicator of efficiency of logistical services necessary for promoting exports in particular and economic growth in general. The position of Union territory of Puducherry in comparison to its counterparts is tabulated below:

**LEADS Scores for Union Territories**

Rank Order	States	Availability of logistics infrastructure	Quality of logistics infrastructure	Quality of logistics services provided by service providers	Ease of arranging logistics at competitive rates	Timeliness of cargo delivery
1	CHANDIGARH	3.67	3.67	3.61	3.28	3.58
2	DELHI	3.57	3.47	3.56	3.23	3.37
3	PUDUCHERRY	3.50	3.45	3.32	2.91	3.18
4	DADRA & NAGAR HAVELI	3.00	3.13	3.31	2.94	3.63
5	DAMAN&DIU	3.15	3.20	3.40	3.05	3.50

Note: For States appearing with the same scores (up to two decimal places), the rank ordering is based on their scores up to four decimal places. Source: LEADS Report 2019.

### 1.6.3 Ease of Doing Business Index:

The Ease of Doing Business Index 2020 features three case studies-- Business Regulatory Reforms such as starting a business, getting credit, paying taxes, and resolving insolvency, contracting with the Government, and employing workers. The reform measures by the Central Government raised India's Ease of Doing Business ranking from 130 in 2016 to 63 in 2020. The Union territory of Puducherry is placed in 27<sup>th</sup> position amongst 36 States and Union Territories of the country. Through this export policy, Union Territory aims at upgrading its rank by several notches.

### 1.6.4 India – States and the Union Territories:

India Innovation Index Report 2020 was released by NITI Aayog in partnership with the Institute for Competitiveness. The index has been developed on the lines of the Global Innovation Index (GII), to ameliorate the innovation ecosystem of Indian States and Union Territories (UTs) and to design policies to drive innovation across regions.

**India Innovation Index Scores of Union Territories, 2020**

Rank	Union Territory and City States	Score
1	DELHI	46.60
2	CHANDIGARH	38.57
3	DAMAN & DIU	26.76
4	PUDUCHERRY	25.23
5	GOA	24.92
6	DADRA & NAGAR HAVELI	22.74
7	ANDAMAN & NICOBAR ISLANDS	18.89
8	JAMMU & KASHMIR	18.62
9	LAKSHADWEEP	11.71

Source: India Innovation Index Report 2020, NITI Ayog

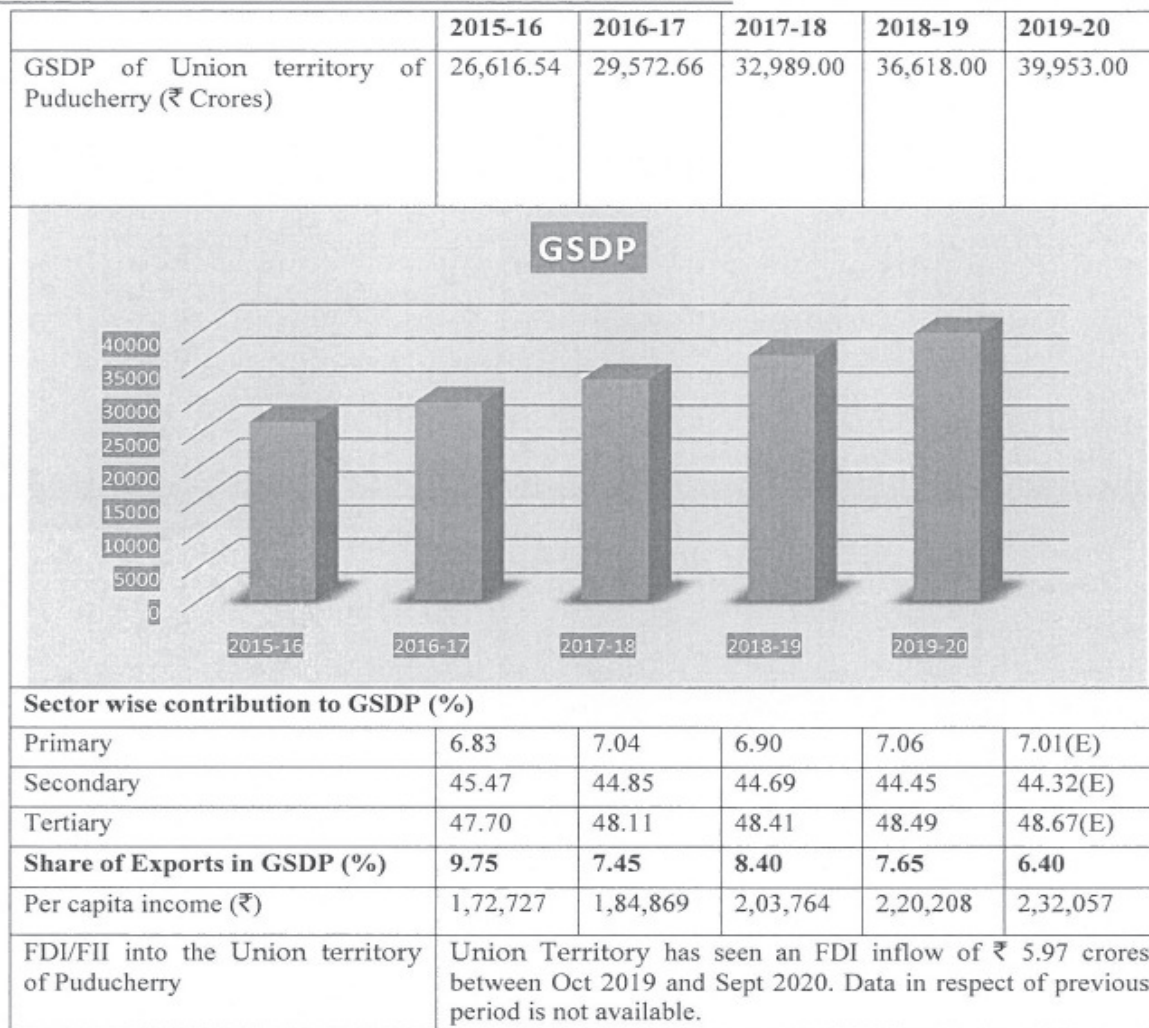
Based on all the above indices, it can be seen that potential of Union territory of Puducherry is yet to be fully realised. In order to achieve it, an indepth understanding of problems faced by exporting fraternity is essential. Accordingly, SWOT analysis for the Union Territory as a whole is undertaken in the ensuing Chapter.



## 2. EXPORT PERFORMANCE OF THE UNION TERRITORY OF PUDUCHERRY

Export performance of the Union territory of Puducherry is analysed to understand the existing resources and requirements and to clearly indicate the path to be taken for promoting exports from the Union Territory.

### 2.1 Union Territories GSDP Data from 2015-16 to 2019-20 :



Source: Dept of Industries, Govt of Puducherry

It can be seen from the above Table that Union territory of Puducherry has fared well, across several sectors.

- Union territory of Puducherry ranks 5<sup>th</sup> in the order of highest per capita income in the country and its per-capita income is more than double of the National per capita Income.
- The share of exports in GSDP has been gradually declining over the past few years.
- The Sectoral Contribution to GSDP follows the same pattern as other developed Union Territories such as Delhi and Chandigarh. The Tertiary Sectors are the predominant contributor (i.e.) more than 50% of the GSDP.

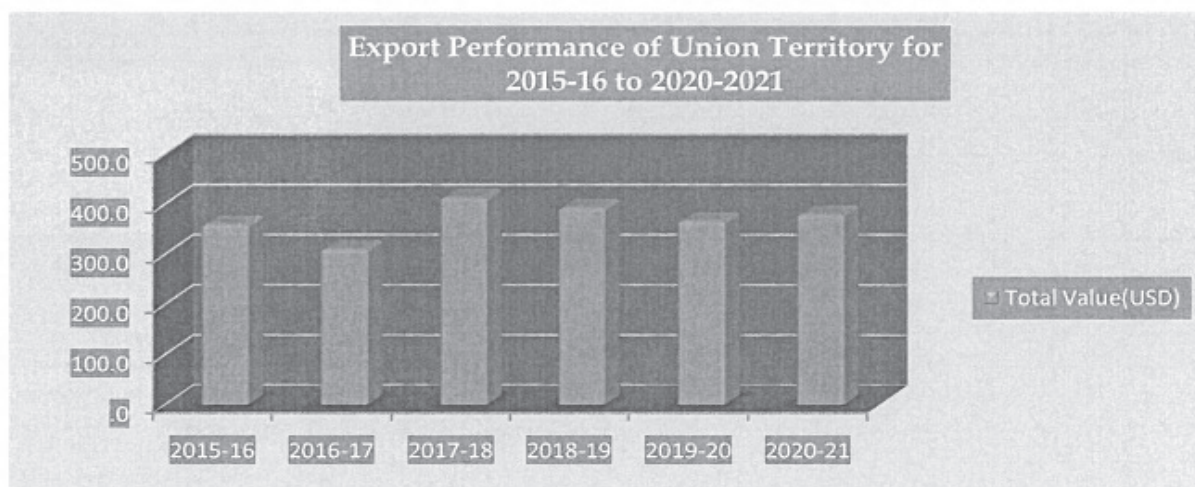


## 2.2 Export Performance of Union territory of Puducherry from 2015-16 to 2020-21:

The following Table indicates the Overall Export performance for the Union territory of Puducherry, for the time period 2015-16 to 2020-21.

Financial Year	Total Value (USD) million	Total Value (INR) Crores
2015-16	359.49	2355.569
2016-17	310.55	2081.804
2017-18	413.11	2671.394
2018-19	392.79	2744.342
2019-20	366.30	2584.252
2020-21	421.14	3117.641

Source: DGCIS



It can be seen from the above Table that the exports from Union territory of Puducherry is considerably high. The exports from the Union Territory achieved its peak during 2017-18 and has declined gradually during 2018-19 and 2019-20. *But exports from the Union Territory have increased despite the pandemic situation during 2020-21 and in fact it has grown by 15% in comparison to that of 2019-20.*

## 2.3 Merchandise Export Performance of Union Territory :

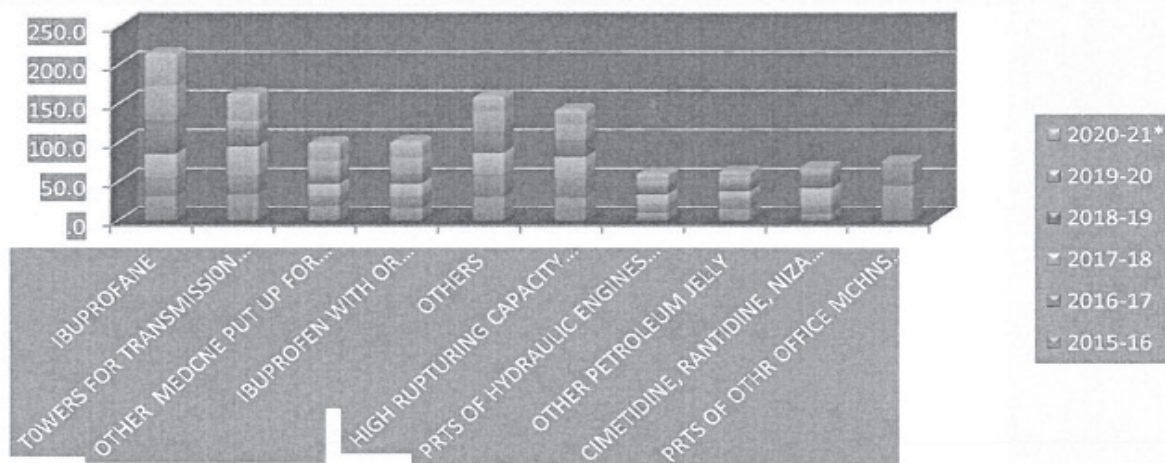
The year on year growth of exports of Union territory of Puducherry is on a progressive scale. The dip in growth of exports during 2019-20 was because of global economic slowdown. This trend indicates that merchandise exports contribute positively to the economic profile of the state.

## Export Performance of Products at 8 Digit level of ITCHS Code

TOP TEN PRODUCTS	2015-16 US \$ million	2016-17 US \$ million	2017-18 US \$ million	2018-19 US \$ million	2019-20 US \$ million	2020-21 US \$ million
IBUPROFANE	30.41	24.97	29.75	43.96	44.05	42.15
TOWERS FOR TRANSMISSION LINE W/N ASSEMBLED	33.22	24.69	36.61	22.41	10.68	36.24
OTHER MEDCNE PUT UP FOR RETAIL SALE N.E.S	18.50	12.04	16.05	10.59	19.26	24.33
IBUPROFEN WITH OR WITHOUT PARACETAMOL OR OTHER COMPOUNDS	15.64	15.27	16.18	13.04	20.95	21.02
OTHERS	29.93	29.30	27.20	27.75	26.22	19.66
HIGH RUPTURING CAPACITY FUSES	29.25	24.69	27.30	21.83	20.27	19.66
PRTS OF HYDRAULIC ENGINES AND MOTORS	9.66	10.22	13.07	10.01	8.51	9.76
OTHER PETROLEUM JELLY	14.72	12.75	9.53	9.91	9.19	6.85
CIMETIDINE, RANTIDINE, NIZATIDINE AND R ROXATIDINE	8.36	11.03	21.73	16.70	8.67	.51
PRTS OF OTHR OFFICE MCHNS OF HDG NO.8472	45.05	28.46	.36	.18	.02	.05
Grand Total	234.75	193.42	197.78	176.38	167.81	180.24

Source: DGCIS

## Export Performance of Products at 8 Digit level of ITCHS Code



Source: DGCIS

The above products have been identified by taking the top ten products after summing up the export performance of all the products for the past 6 years (*i.e.*) from 2015-16 to 2020-21. The export performance of top ten exported products from the Union Territory individually for each of the six years is provided in the Annexure-2.



Out of the top ten export products, Pharmaceuticals industry dominates with five items. The percentage share of Pharma products to the top ten exports is 46.67% and to the overall exports from the Union Territory is 24.73% for the above mentioned six years.

The percentage share of the above top ten export products to the overall exports from Union Territory for the above five years is 53.05%. This export concentration of the top ten products is highly skewed to three predominant industries. This disparity has also been brought out by EPI (2019) in which the Union Territories vulnerability to trade shocks has been highlighted through high score in Export Concentration category (*i.e.*) at 59.9%.

In order to have in-depth understanding of the contribution of other different commodities in the export basket, an analysis of the top ten principal commodities for the years from 2015-16 to 2020-21 have been undertaken. The categorization of products into principal commodities is based on the data provided by DGCIS.

#### **2.4 Export Performance of Union Territory Based on Principal Commodities :**

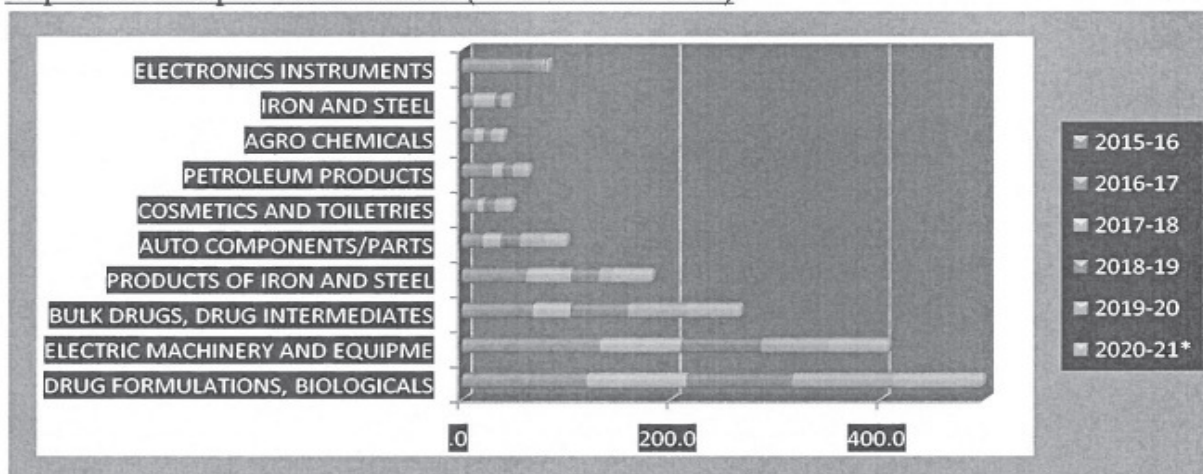
The methodology adopted for identifying the top ten principal commodities is the same as adopted for top ten products. The percentage share of top ten exported principal commodities to the overall export performance from the Union Territory is 53.05%

##### **Export Performance of Top Ten Principal Commodities**

Principal Commodities	2015-16 Value in INR Crores	2016-17 Value in INR Crores	2017-18 Value in INR Crores	2018-19 Value in INR Crores	2019-20 Value in INR Crores	2020-21 Value in INR Crores
DRUG FORMULATIONS, BIOLOGICALS	416.62	370.78	614.83	711.74	684.43	733.27
ELECTRIC MACHINERY AND EQUIPME	433.54	437.90	501.54	536.33	451.00	487.49
BULK DRUGS, DRUG INTERMEDIATES	239.49	210.47	233.91	387.98	391.65	422.35
PRODUCTS OF IRON AND STEEL	233.82	174.72	270.50	189.38	87.79	313.53
AUTO COMPONENTS/PARTS	61.65	68.23	108.04	132.52	170.74	173.55
ELECTRONICS INSTRUMENTS	308.38	195.84	9.68	13.38	8.68	12.87
PETROLEUM PRODUCTS	104.80	85.57	61.46	69.44	65.46	52.94
COSMETICS AND TOILETRIES	39.91	56.87	38.85	74.17	71.00	62.70
IRON AND STEEL	38.56	32.65	129.71	45.36	38.96	28.17
AGRO CHEMICALS	41.96	32.97	55.95	53.27	50.31	48.72

Source: DGCIS

### Top Ten Principal Commodities (2015-16 to 2020-21)



Source: DGCIS

The above study also reiterates that there is very high concentration of few commodities in the export basket. The top ten exported Principal commodities from the Union Territory individually for each of the six years is provided in Annexure-4. This policy aims at diversifying the commodities to be exported and minimise the exposure to global trade shocks.

### 2.5 Export Destination/Markets from Union Territory :

The following Table gives us an insight of the top 10 destinations for the products exported from Union territory of Puducherry under Merchandise trade for the period 2015-16 to 2020-2021

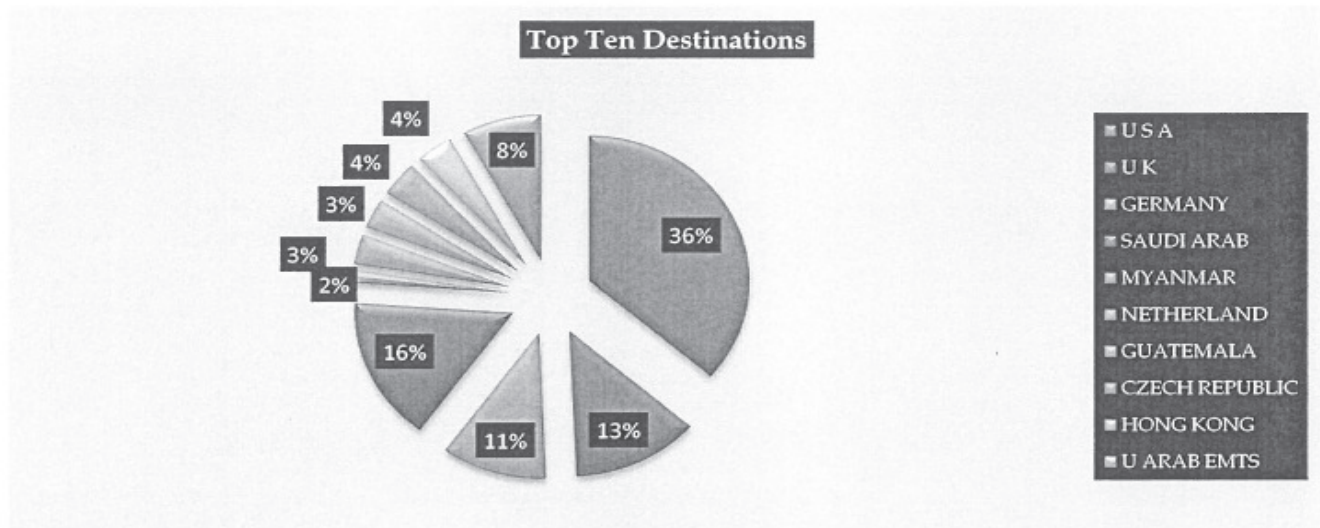
TOP TEN EXPORT DESTINATIONS FROM UNION TERRITORY

Destinations	2015-16 Value in INR Crores	2016-17 Value in INR Crores	2017-18 Value in INR Crores	2018-19 Value in INR Crores	2019-20 Value in INR Crores	2020-21 Value in INR Crores
U S A	527.97	524.49	628.59	681.22	602.88	644.16
U K	188.17	162.46	166.02	197.14	190.34	233.15
GERMANY	155.71	51.51	46.40	69.94	201.94	224.83
SAUDI ARAB	233.44	121.35	47.71	53.12	47.63	183.73
CZECH REPUBLIC	58.95	161.17	157.05	193.87	56.12	58.18
UNITED ARAB EMTS	116.31	117.90	74.31	64.76	63.23	53.08
NETHERLAND	48.63	50.62	60.16	96.23	93.51	96.76
GUATEMALA	48.38	53.41	58.92	79.80	74.05	93.57
MYANMAR	21.12	23.76	118.55	50.11	18.85	118.50
CHINA P RP	57.18	49.24	35.02	36.84	37.82	121.22

Source: DGCIS



## Export Destination/Markets From Union Territory



Source: DGCIS

The method undertaken for identifying the top ten export destination is by summing up the value exported to each country across each year from 2015-16 to 2020-21. Based on the highest volume in USD, the top ten export destinations have been identified and tabulated above.

The percentage share of the top ten destinations in comparison to all the exported destination is 57.94%. The percentage share of USA to the top ten export destination is 41.06% and to the overall exports is 23.79%. This clearly indicates the disproportionate concentration of few export destinations. This has also been highlighted by EPI (2019) in which Market Penetration Index is at a low value of 20.43.

Comparison of export destinations from Union territory of Puducherry vs from the country as a whole was undertaken to understand the path adopted by the former. It is tabulated below:

Top Ten Export Destinations for India 2020-21 in Millions USD			Top Ten Export Destinations for Union territory of Puducherry 2020-21 in Millions In USD		
Sl. No	Destinations	Value in USD millions	Sl. No.	Destinations	Value in USD millions
1	USA	44701	1	USA	78
2	U ARAB EMTS	24256	2	U K	29
3	CHINA	14428	3	GERMANY	26
4	HONG KONG	9314	4	SAUDI ARAB	23
5	SINGAPORE	7633	5	MYANMAR	16
6	UK	7417	6	CHINA P RP	16
7	BANGLADESH PR	6714	7	NETHERLAND	13
8	GERMANY	7007	8	GAUTEAMALA	11
9	NETHERLAND	7082	9	SRI LANKA	8
10	NEPAL	6069	10	AUSTRALIA	8

Source: DGCIS

From the above Table, it is evidenced that the export destinations of Union territory of Puducherry and that of our country overlaps 60%. The Union Territory is exporting to unique destinations like Guatemala, Czech Republic, Oman which is less explored by the country as a whole. This indicates the risk-taking ability of the exporters from the Union Territory to explore and enter new market destinations. The top ten principal commodities exported from each of the Top ten export destinations for the financial years 2015-16 to 2020-21 is available in Annexure- 6.

It is a general notion that the choice for export destinations is based on the familiarity with the country. Accordingly, it was expected that Union territory of Puducherry being a former French colony, France and its former colonies would be preferred export destinations because of language, culture, ancestral connections, *etc.* The data for top ten exports of principal commodities from Union territory of Puducherry to France is tabulated below:

**Top TEN products Exported to France from Union territory of Puducherry**

FRANCE	2015-16 Value in INR Crores	2016-17 Value in INR Crores	2017-18 Value in INR Crores	2018-19 Value in INR Crores	2019-20 Value in INR Crores	2020-21 Value in INR Crores
AGRO CHEMICALS	0.00	0.00	11.35	16.11	17.20	9.79
OPTICAL ITEMS (INCL. LENS ETC)	0.41	2.58	7.84	12.25	8.64	9.43
DRUG FORMULATIONS, BIOLOGICALS	1.36	0.15	1.65	5.34	6.43	13.29
ELECTRIC MACHINERY AND EQUIPME	2.51	2.47	3.75	5.19	6.77	6.86
BULK DRUGS, DRUG INTERMEDIATES	2.65	1.69	1.31	4.69	6.70	4.54
RESIDUL CHEMICAL AND ALLED PROD	2.77	3.31	3.12	4.34	3.36	2.44
AUTO COMPONENTS/PARTS	0.04	0.19	1.92	2.81	2.76	3.74
HANDCRAFTS(EXCL. HANDMADE CRPTS)	1.42	1.28	1.63	1.32	1.27	2.06
RMG COTTON INCL ACCESSORIES	0.07	0.13	2.49	1.90	0.26	1.32
COSMETICS AND TOILETRIES	0.44	0.62	0.39	0.64	0.63	0.56
<b>Grand Total</b>	<b>11.67</b>	<b>12.42</b>	<b>35.45</b>	<b>54.59</b>	<b>54.02</b>	<b>54.04</b>

Source: DGCIS

France as an export destination does not rank in the top ten export destinations from Union Territory. The principal commodities exported to France are different comparatively to the top ten exported principal commodities from Union Territory as whole. It can be inferred that the France and its former colonies as export destinations is not tapped to its fullest potential and the commodities exported are more of cultural and heritage value.



### 3. INFRASTRUCTURE OF THE UNION TERRITORY OF PUDUCHERRY

Logistics is the lifeline of a Nation's industry and economy. As products increasingly become "Made in World" rather than being made in a specific location, linkage with global value chains is critical to any economy aspiring for a step-up in growth (World Trade Organization, 2019). The traditional approach of logistics and infrastructure being a support mechanism has changed and it is strategic in deciding the competitiveness of a product/service and its industry as a whole.

The Gross State Value Added (GSVA)'s rank correlation with LEADS ranks ordering and their corresponding position with respect to export value has a positive relationship. This signifies that State contributing relatively high to the country's export also tends to have a relatively stronger logistics ecosystem which in turn implies that latter is an enabling condition for a strong (non-services) export performance.

Understanding this, an in-depth analysis of the infrastructure facilities currently available in the Union territory of Puducherry has been undertaken.

#### **3.1 Export Linked Logistics Infrastructure :**

**3.1.1 Port:** Union territory of Puducherry is endowed with coast in all its four regions. Union Territory has one deep water port at Karaikal and one minor port at Pondicherry. The other two regions (*i.e.*) Mahe and Yanam are also in close proximity each with major ports-Mangalore port and Vizag port, respectively.

Puducherry port is an open roadstead anchorage port situated about 170 kms. south of Chennai and is suitable for lighterage operations during fair weather months (February to September). Since 2009, Puducherry Port is non-functional because of the loss of draft to meagre 1-2 m and any navigational activities requires a minimum depth of 4-5 m. Recently, funds have been allotted under Sagarmala scheme of Ministry of Ports, Shipping and Waterways, Government of India for port upgradation, dredging and making the port functional and also to initiate all augmentation activities.

Karaikal Port Private Limited (KPPL) is an all-weather deep-water port developed on Build, Operate and Transfer format under Public Private Partnership in terms of the concession awarded by the Government of Puducherry. Commissioned in April 2009 and developed in an area of 600 acres, Karaikal Port is located near the town of Karaikal. Since operations, the port has handled diverse cargo such as Coal, Sugar, Cement, Fertilizers, Project Cargo, Agro commodities, Liquid cargo and Containers. In the upcoming years, KPPL is expected to add new cargo flows to increase cumulative revenues and cargo handling to over 125 MMT by 2025.

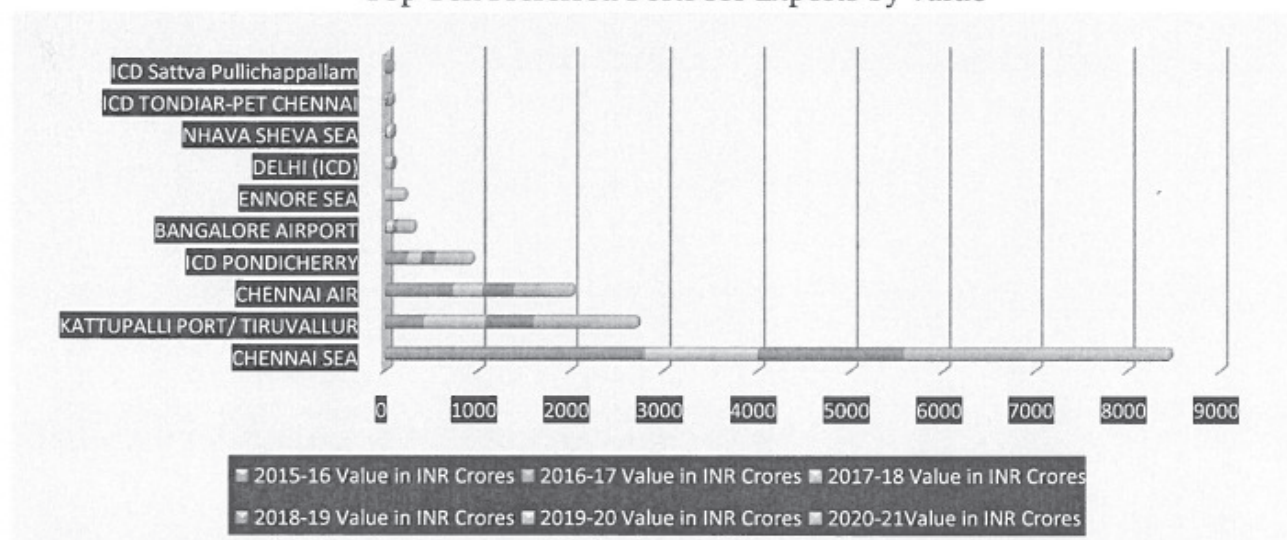
In order to gauge the utilization of the above available port infrastructure, an attempt was made to understand the ports preferred by exporters for movement of their export consignments from the Union Territory. The methodology adopted for identifying the preferences of ports is by calculating the total overall value of export consignments made through each port during the period of five years from 2015-16 to 2020-21. Out of it, the top ten ports with the highest total have been identified and are tabulated below:

**Top Ten Preferred Ports for Exports by value**

Ports	2015-16 Value in INR Crores	2016-17 Value in INR Crores	2017-18 Value in INR Crores	2018-19 Value in INR Crores	2019-20 Value in INR Crores	2020-21 Value in INR Crores
CHENNAI SEA	1800.87	1009.22	1197.88	1571.75	1316.66	1574.89
KATTUPALLI PORT/ TIRUVALLUR	7.11	414.15	660.14	526.91	616.77	507.83
CHENNAI AIR	350.90	385.90	315.05	346.15	312.58	330.13
ICD PONDICHERRY	55.93	188.78	141.42	156.72	141.78	267.96
BANGALORE AIRPORT	13.35	12.76	63.67	43.71	101.37	83.83
ENNORE SEA	0.00	0.29	51.92	2.30	22.39	146.24
DELHI (ICD)	1.76	1.04	70.14	6.54	2.24	2.68
NHAVA SHEVA SEA	6.12	17.39	43.29	2.22	2.97	8.97
ICD TONDIAR-PET CHENNAI	4.73	7.90	11.68	23.44	4.89	19.23
ICD SATTVA PULLICHAPPALLAM	60.33	0.00	0.00	0.00	0.00	0.00

Source: DGCIS

**Top Ten Preferred Ports for Exports by value**



Source: DGCIS



Findings from the above Table:

- ☐ 97% of the overall exports from the Union Territory are through the above-mentioned top ten ports
- ☐ Out of the top ten ports, four ports pertain to Chennai and its surrounding area. The proportion of exports done through these ports is 87.5% of the overall exports from the Union Territory.
- ☐ Facility at ICD Sattva Pullichappam is poorly utilized.
- ☐ The facilities at ICD Pondicherry are utilized minimally – 5.48% of the overall exports from the Union Territory.

In continuation to the above findings, an approximate estimate of the distance to be commuted from the District centre of Puducherry to the above identified top ten ports have been undertaken and it is tabulated below:

Sl. No.	Top Ten Preferred Ports by Exporters from Union Territory	Approximate Distance for District Centre of Puducherry
1	Chennai Sea	148.09Km
2	Kattupalli Port	210.04Km
3	Chennai Air	148.02Km
4	ICD Pondicherry	2.05 Km
5	Bangalore Airport	371.03 Km
6	Delhi (ICD)	2,346.2 Km
7	Ennore Sea	149.00Km
8	NhavaSheva Sea	1341.02 Km
9	ICD Sattva Pullichappallam	3.4 Km
10	Petrapole Land	1909.07 Km

Source: Ministry of Road Transport & Highways

Based on interaction with the exporters, the reasons behind high preference for ports of loading in Chennai and its neighbouring ports are listed below:

- ☐ Puducherry Port is non-functional
- ☐ **Absence of Container Yards** in the Union Territory has led to high demand and shortage of containers. The containers have to be hired from Chennai and this increases the cost of hiring containers and increases time delay in cargo delivery.
- ☐ This heavy dependence on Chennai and its neighbouring ports has led the exporters to face the following difficulties enroute from their plant to ports of preference:
  - o Very high traffic congestion on the roads to Chennai ports.
  - o It results in high cost of transportation. It affects the profit margin which is already marginal for many of the MSME exporters.
  - o Insurance premium to be borne by the exporter also increases because the exporter is forced to avail two kinds of insurance i.e., land insurance for plant to port and marine insurance from port to the destination.
- ☐ This movement of export consignment leads to high dependence on road transportation.

**Issues faced at Port of Preference:**

Chennai and its neighbouring ports are already overburdened with export consignments from the States of Tamil Nadu, Andhra Pradesh and Karnataka. Adding to this, export consignments from Union territory of Puducherry are also dependent on Chennai and its adjoining ports. This leads to high turn-around time for completion and clearance of all necessary export documentation and procedures. Time is a crucial factor in export competitiveness.

"The overall LEADS scores for the Union Territories are in line with the overall LEADS scores of States they are adjacent to. This seems to reflect the fact that due to their small geographical boundaries; they essentially rely upon and use the logistics ecosystem of their adjacent States." *The report has also stated the stakeholders perceived active State facilitation and coordination role for logistics ease in Puducherry, the Union Territory needs to make considerable progress for reducing shipment prices and delays in cargo delivery.*

LEADS 2019 has also highlighted that the availability of coastal infrastructure can become an advantage only when sea and land side characteristics are favourable and interconnected, the terminal is efficiently constructed and operated, the connected hinterland has economic potential and the regulatory environment is business friendly.

In order to ensure maximum advantage of the existing coastal infrastructures and to minimize the dependence on the logistics ecosystem of adjacent State of Tamil Nadu, Puducherry port needs to be made operational and restored to its earlier historical glory. This in turn would reduce shipment prices and delays in cargo delivery. Funds have been allotted under Sagarmala project for dredging and making the port operable. MoU has also been signed between Chennai Port Trust and Puducherry port for feeder vessels to commute from the latter to former.

Synergy across all modes of Transportation is essential for a friendly logistics ecosystem. Accordingly, facilities of road and railway network are also analysed below.



**3.1.2 Road:**

Union territory of Puducherry has good network of all-weather metal roads connecting every village within the Territory of Puducherry. It has a road length of 2552 km. The density of roads laid is the highest in the country with 4.87 km./sq.km. and it can be evidenced from the Table below:

Union Territories	Length of state Highways (in KM)	Length of District Roads (in KM)	Length of Urban Roads (in KM)	Length of Rural Roads (in KM)	Length of Project Roads (in KM)	Length of national highway (in Km)	Length of national highway (less than two lane in Km)	Length of national highway (two- lane in Km)	Length of national highway (four – lane and above) (in Km)
As on 31-03-2016									
DELHI	-	2,462	15,083	-	-	80	-	-	80
GOA	279	1,173	865	13,303	181	262	35	190	37
CHANDIGARH	200	83	2,523	-	-	15	-	-	15
PUDUCHERRY	89	302	982	1,702	34	64	-	40	24
DADRA AND NAGAR HAVELI	28	190	83	802	-	31	31	-	-
ANDAMAN AND NICOBAR	266	139	143	437	177	331	319	11	1
DAMAN & DIU	22	89	145	218		22	22	-	-

Source: Basic Road Statistics of India 2015-16, Ministry of Road Transport and Highways

**3.1.3 Railways:**

The Union Territory has rail heads at Pondicherry, Karaikal, Mahe and Yanam. All major neighbouring cities are linked and well connected to the Union Territory through rail.

There is a cargo terminal at Chinna Babu Samudhram within the District of Puducherry and it is well connected with Chennai and its neighbouring ports. It is noticed that, this facility is not utilised by the exporters for transporting the export consignments despite it having cargo handling facilities.

Karaikal port also has functional railway lines running into the port for offloading of bulk cargo.

**3.1.4 Airways:**

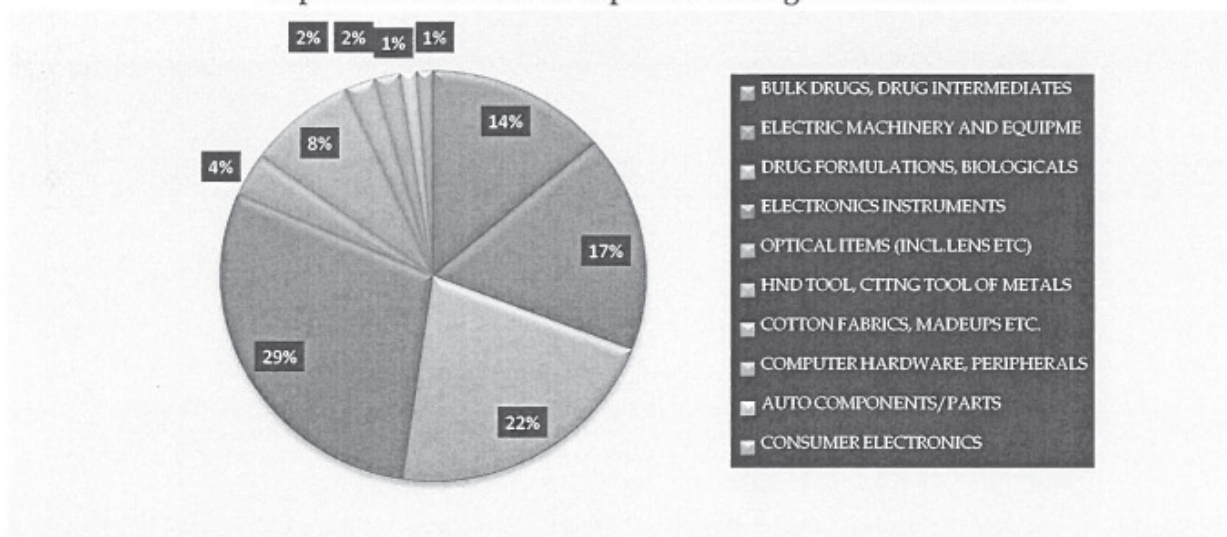
None of the four regions of the Union Territory has a functional airport and air cargo complex. In order to understand the need for operationalising the air cargo complex at Puducherry, an analysis was undertaken to identify the principle commodities exported through Chennai Airport.

The top ten most exported commodities by value from the Union Territory *via* Chennai Airport is tabulated below:

Chennai Air Port	2015-16 Value in INR	2016-17 Value in INR	2017-18 Value in INR	2018-19 Value in INR	2019-20 Value in INR	2020-21 Value in INR
BULK DRUGS, DRUG INTERMEDIATES	414315902	758225166	1241300374	1347858576	963300948	484821446
ELECTRIC MACHINERY AND EQUIPME	511193412	474236203	488609608	431621472	438797194	588375967
DRUG FORMULATIONS, BIOLOGICALS	637595089	688670149	224925968	281186916	442674311	373871769
ELECTRONICS INSTRUMENTS	867345903	1081907445	45792842	41341505	30936185	57661860
OPTICAL ITEMS (INCL.LENS ETC)	100926922	107979347	186314620	302643818	204949659	204609178
HND TOOL, CTING TOOL OF METALS	244926238	113751406	140934297	35726936	97801369	300572286
COMPUTER HARDWARE, PERIPHERALS	58518511	34531120	50432018	110647845	72387397	300044406
COTTON FABRICS, MADEUPS ETC.	68824087	113181015	104271959	159083315	111309937	63669555
AUTO COMPONENTS/PARTS	37515045	57631198	77499045	95770265	93882528	214486335
CONSUMER ELECTRONICS	37682261	140352	9724030	24417833	162487592	137009043
Grand Total	2978843370	3430253401	2569804761	2830298481	2618527120	2725121845

Source: DGCIS

Top Ten Commodities exported through Chennai Air Port

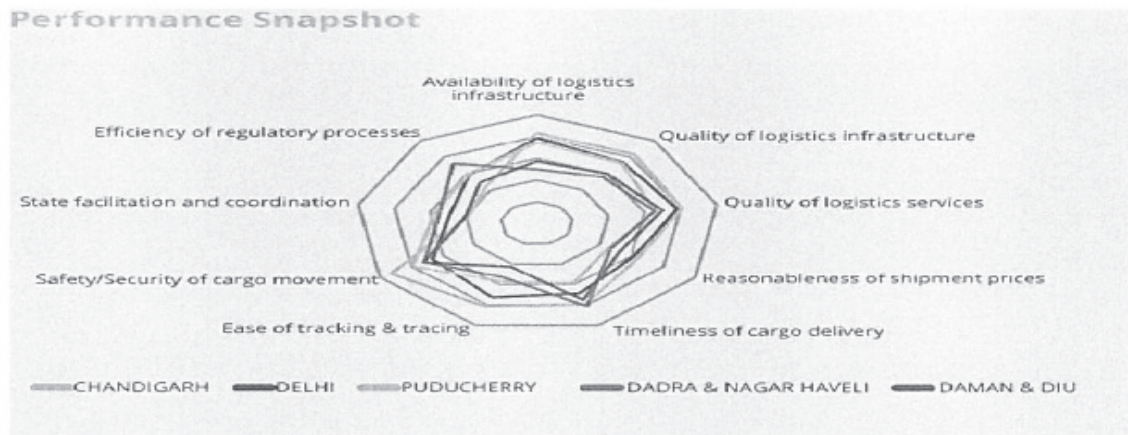


Source: DGCIS

Given that the exported goods are of high value, having an airport and air cargo complex at Puducherry will help boost exports of these goods as well as promote tourism. Thus, a functional airport and air cargo complex can be set up in Puducherry on a pilot basis.



The infrastructure available in the Union Territory can be summed up using the LEADS 2019 report and it is depicted in the chart below:



The chart indicates that for Union territory of Puducherry there is considerable level of:

- (a) Availability of logistics infrastructure.
- (b) Quality of logistics infrastructure.
- (c) Safety/security of cargo movement.

I. Despite having the above facilities, Union territory of Puducherry lacks in:

- (a) Quality of logistics services.
- (b) Timelines of cargo delivery.
- (c) Reasonableness of shipment prices.
- (d) Ease of tracking & tracing.
- (e) State facilitation and coordination.
- (f) Efficiency of regulatory processes.

### **3.2 Warehouses and Cold Storages :**

The quality of any product in particular perishable commodities like Agro and Marine products depends on the quality of storage. The facilities currently available at Union territory of Puducherry is as follows:

- A Central Warehouse is located in Puducherry. An Inland Container Depot (ICD) notified by Customs is located near Puducherry which serves Pondicherry and Karaikal in addition to neighbouring Districts of Tamil Nadu. The firm holding the ICD is also in possession of two warehouses in Puducherry with logistics and handling facilities. In addition, there are about 10 private warehouses in Puducherry catering to the need of the industrial establishments.
- Cold Storages, available for fish, fruits & vegetables, milk and pharma products, are presently utilized for own purposes by the possessors.
- In respect of current warehouse details, there is only one cold storage unit with a capacity of 4.5 M.t. is located in the premises of Puducherry Market Committee, Thattanchavady, Puducherry. However, seed storage godowns having temperature and humidity control capacity 300 M.t. and 200 M.t. are located at Pondicherry and Karaikal Districts, respectively.

On interaction with the exporters, it is understood that the warehouses/cold storages are not up to global standards and do not have Pack houses attached to it. It is important to adhere to international standards and quality in exports as defined by WTO's agreement on Sanitary and Phytosanitary measures (SPS Agreement), USDA certification, Conformity European etc. In order to become part of the Global Value Chain, and to increase Competitiveness of Agro and Marine products it is vital that these cold storage units are upgraded as per APEDA or MPEDA standards for ensuring global acceptance of Union Territories products. There is a requirement of additional 50 metric tonnes capacity of cold storage units specifically dedicated for marine products.

### **3.3 Other Resources :**

#### **3.3.1 Land:**

Despite its small territory, Union territory of Puducherry has about 600 Acres of land in the District of Puducherry for development of Industrial Parks. The Industrial Estates/Growth Centre: The Government of Puducherry had initially started three industrial estates in the Territory in order to motivate industrial development. Later a Corporation for industrial development was established in the year 1974 viz. Puducherry Industrial Promotion, Development and Investment Corporation (PIPDIC). The corporation took over the infrastructure development for industrial promotion. Four industrial estates were developed and allotted to the needy entrepreneurs. All the industrial estates are provided with all necessary basic infrastructure facilities.

#### **Industrial Estates Available in Union Territory of Puducherry**

Name of Industrial Estate	Developed by	Area in acres	No. of Units
Thattanchavady	Government of Puducherry	51.22	110
Kattukuppam	Government of Puducherry	15.58	27
Karaikal	Government of Puducherry	7.66	18
Mettupalayam	PIPDIC	167.00	257
Sedarapet	PIPDIC	62.19	83
Kirumampakkam	PIPDIC	23.00	19
Thirubuvanai	PIPDIC	52.00	67

Source: Director of Industries, Government of Puducherry.

PIPDIC has developed an Industrial Growth Centre in Karaikal at an extent of 597 Acres. The growth centre is strategically located very near to the Karaikal Port. Allotment of land/plots is underway.

**3.3.2 Power/Electricity:** As part of the Southern grid, adequate power has been allocated to the Union Territory. Steady supply of power is presently available at rates cheaper than neighboring States.



**3.3.3 Water:** Though adequate water supply is available in the Union Territory, the policy of the government is to promote less water intensive industries, to prevent depletion of groundwater. Being a coastal area, borewells are not allowed within six kms. from high tide line. Desalination and recycling of waste water are encouraged.

### **3.4 Exhibition Centers/Trade Fairs Complex :**

In this era of cut- throat competition, there is a vital need to show case/advertise the products and services offered by the Union Territory to the global market. Exhibition Centers act as an essential platform for wooing and attracting global buyers and investors. Conducting regular exhibitions, has proven to be a time-tested method to raise brand value and generate cognizance of the products and services offered by the Union Territory.

The Union Territory does not have a dedicated exhibition center/trade fair complex for exhibiting the produces/tourism services offered by the domestic industry to the global market. There is an exhibition center at Arts and Crafts Village, Murugapakkam in Pondicherry but it is not up to global standards and does not have the capacity to host international fairs and exhibitions. Because of this lack of facility, the exporters are forced to individually participate in the international Buyer- Seller meets held across other domestic cities and in international events. This reduces the visibility and competitiveness of the products and services offered globally.

### **3.5 Financial Infrastructure:**

Timely credit at competitive rates is fundamental for business. The status of financial infrastructure of Union territory of Puducherry is tabulated below:

(1)	Credit availed by Export business for the past five years	₹ 143.96 Crores
(2)	No. of Banks offering FOREX facilities and allied activities for the past five years	12 (twelve)
(3)	No. of Banks/agencies offering Export Insurance	NA

Source: Lead District Manager, Indian Bank, Puducherry

It can be understood from the above table that the financial infrastructure needs to be well developed. The quantum of loans availed from Banks is negligible. There is no agency to provide insurance cover to export consignments in the Union territory of Puducherry. Hence, the cost of availing insurance cover also increases and this also deters exporters from seeking insurance covers and it exposes them to financial vagaries from foreign buyers.

#### 4. MERCHANDISE EXPORT PROMOTION STRATEGY

##### 4.1 Vision:

"To make Union territory of Puducherry, one of the most innovative and favoured Export Hub of the country by providing globally competitive and sustainable trade ecosystem with optimum utilization of resources".

##### Mission

- ☐ Increase the state of Exports from 6.4 % to 13% of State's GDP by 2025.
- ☐ Increase the exports from current ₹ 2,500 crores to ₹ 4,000 crores by 2025 with a percentage growth of 10 per cent annually.
- ☐ Creating additional employment opportunity for 1,20,000 individuals by 2025.
- ☐ Doubling Investment into Union Territory by 2025.
- ☐ Increasing the share of 100 per cent indigenous inputs based MSME exports.

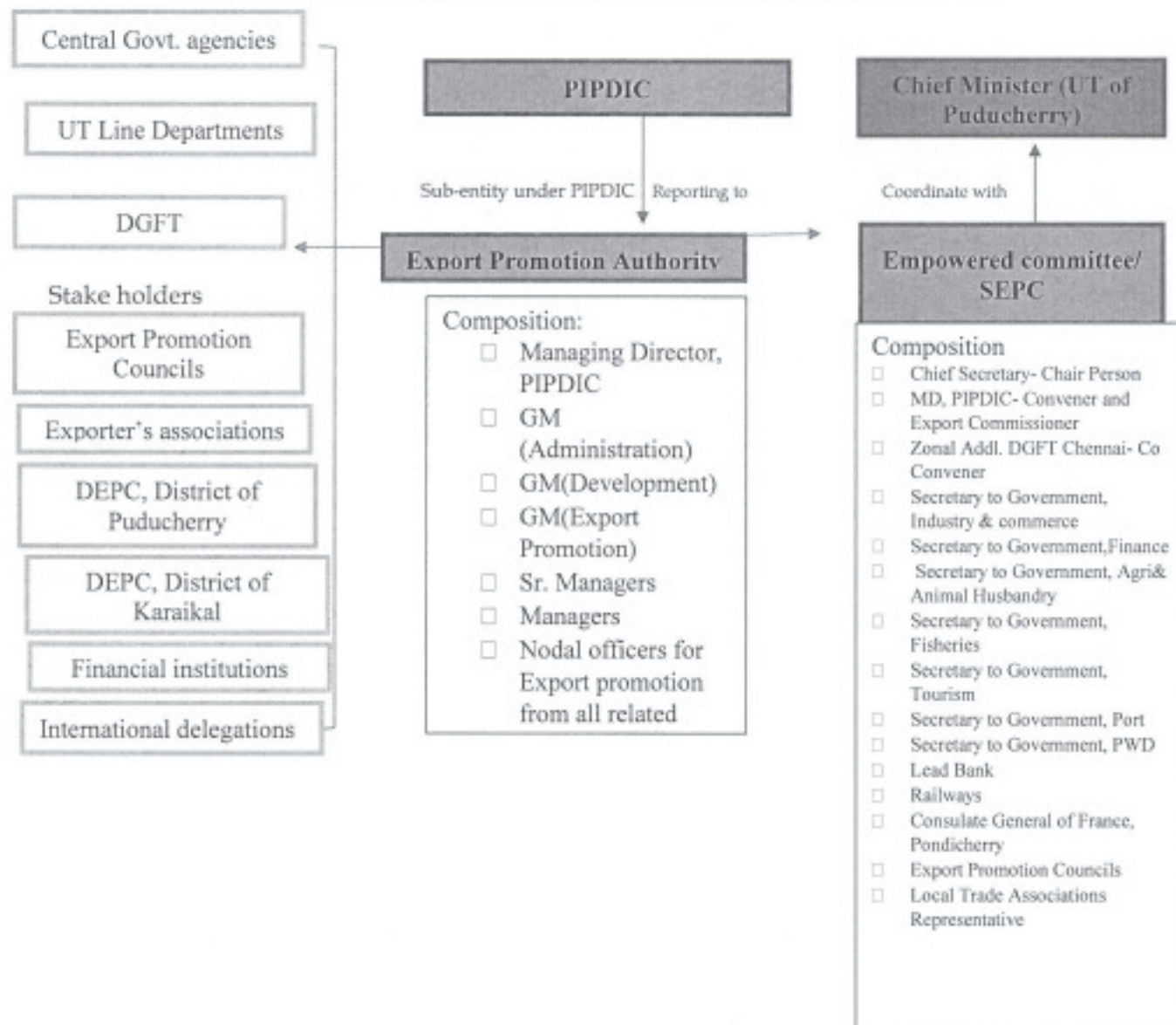
##### Objective

- ☐ Provide an effective, supportive and proactive Institutional mechanism for rapid growth of exports.
- ☐ Build world class infrastructure for exports.
- ☐ Strengthen the export potential of existing products and simultaneously diversifying the export basket.
- ☐ Scale up the exports to current export destinations and widen the market base by leveraging on various India's Foreign Trade agreements.
- ☐ Operationalize sustainable Sectoral Export Promotion Strategies.
- ☐ Harness the existing high capacity of R&D Infrastructure for creation of Innovative products.
- ☐ Focus on Atma Nirbhar in exports.



## 4.2 Institutional Mechanism and Structure for Export Promotion :

### *Proposed Institutional Mechanism and Structure for Export Promotion*



### 4.2.1 Pondicherry Industrial Promotion Development and Investment Corporation Limited (PIPDIC):

The PIPDIC has been nominated as the nodal agency for implementing the Export Strategy. The Pondicherry Industrial Promotion Development and Investment Corporation Limited (PIPDIC) was set up by the Government of Puducherry in 1974 with the twin objective of promoting the Industrial Development of Puducherry and providing financial assistance to entrepreneurs. PIPDIC provides various facilities such as Term loans, Equity participations/ Underwriting of Capital issues, Hire Purchase and Lease Financing, IT and Electronic Parks/Growth Centre/Industrial Estates.

Considering its long history in trade promotion, PIPDIC will also be best suited to facilitate exports and create a globally competitive business environment. The Managing Director of PIPDIC is designated as the Export Commissioner of the Union Territory and will be responsible for all interaction and co-ordinations with the Central Government agencies. PIPDIC will focus on implementing the Union Government's vision of Minimum Government and Maximum Governance by creating a Business-friendly ecosystem in Union territory of Puducherry. Apart from its existing duties, following will be included to the role and functions of PIPDIC for Export promotional activities:

- ☐ Being proactive by providing effective, supportive mechanism for exports.
- ☐ Creation and maintenance of online One- Stop Portal for information related to foreign trade.
- ☐ Formulating and implementing the budget for Export promotional activities.
- ☐ Conduct various Stake Holder meetings and provide inputs to boost trade.
- ☐ Conducting Orientation workshops for the products identified having significant Export potential.
- ☐ Functioning as a nodal authority for creation and maintenance all the Export related DATABASE.
- ☐ Devising a CALENDAR for all the Export promotional activities for each year in consultation with all stake holders.
- ☐ Act as a Single Window mechanism for all Grievance redressal of issues related to foreign trade and has a dedicated Help desk.
- ☐ Facilitate interactions between G-2-B sector.
- ☐ Encourage Exporters community by institutionalizing AWARDS under various categories.
- ☐ Increase the share of MSMEs in Exports from the Union Territory.
- ☐ Special focus on increasing Self Reliance in exports (*i.e.*) ATMA NIRBHAR in exports.
- ☐ Establish a robust R&D infrastructure for creation of innovative exportable products.
- ☐ To formulate comprehensive plans for addressing the issues faced by exporters of the Union Territory.

#### **4.2.2 State Export Promotion Committee (SEPC):**

SEPC will function as the Empowered committee for promotion of exports from the Union Territory. It will meet quarterly for review of Export promotional activities undertaken by PIPDIC and evaluate Export performance of the Union Territory. The roles and responsibilities of SEPC are as follows:

- ☐ To promote, facilitate and augment overall exports from the Union Territory.
- ☐ Coordinating with Central Ministries/Departments regarding various export related schemes and Policies of Government of India.
- ☐ Ensure smooth co-operation and seamless communication amongst various local Governmental bodies in Export related activities.
- ☐ Timely approvals and disbursements of funds proposed under export strategy.
- ☐ Addressing various issues that are put forward by the DEPCs and stakeholders.



### 4.2.3 District Export Promotion Committee (DEPC):

DGFT through its Office Memorandum, dated 26-12-2020 had notified the action items along with timelines for developing Districts as Export Hubs. Apart from the action items, the composition of District Export Promotion Committee (DEPC) and the terms of reference for plan of action for developing districts as export hubs were suggested. The District Export Promotion Committee (DEPC) will act as a one-point facilitator for export promotion at District level along with State Export Promotion Committee (SEPC).

#### 4.2.3.1 Constitution of DEPC for District of Puducherry:

DEPC for District of Pondicherry was notified by Government of Puducherry *vide* G.O. Ms. No. 10/IND&COM/SW/2020, dated 16-09-2020. The District Export Promotion Committee consisting members of the following:

- |  |   |              |
|--|---|--------------|
| a) District Collector, Puducherry District, Puducherry                   | - | Chairman     |
| b) Zonal Additional Director-General for Foreign Trade, Chennai          | - | Co- Chairman |
| c) Director of Industries and Commerce, Puducherry                       | - | Member       |
| d) Director, MSME, Chennai   | - | Member       |
| e) Director of Tourism, Puducherry                                       | - | Member       |
| f) Director of Agriculture, Puducherry                                   | - | Member       |
| g) Director of Fisheries , Puducherry                                    | - | Member       |
| h) Assistant Commissioner, Customs, Cuddalore                            | - | Member       |
| i) Lead Bank Manager, Indian Bank , Puducherry                           | - | Member       |
| j) Manager, NABARD   | - | Member       |
| k) Asst. Director, O/o the DEV. Commissioner of Handicrafts, Puducherry. | - | Member       |
| l) Chairman, CII, Puducherry   | - | Member       |
| m) President, Pondicherry Chamber of Industries, Puducherry              | - | Member       |
| n) Association of Small Industries of Union Territory of Puducherry      | - | Member       |
| o) President, Chamber de Commerce, Puducherry                            | - | Member       |
| p) The General Manager, District Industries Centre, Puducherry           | - | Member       |

**4.2.3.2 Constitution of DEPC for District of Karaikal:**

DEPC for District of Karaikal was notified by Government of Puducherry *vide* G.O. Ms. No.10/IND&Com./SW/2020, dated 16-11-2020. The District Export Promotion Committee consisting members of the following:

a) District Collector, Karaikal District	-	Chairman
b) Zonal Addl. Director General for Foreign Trade, Chennai	-	Co- Chairman
c) Director, MSME, Chennai	-	Member
d) Asst. Commissioner, Customs, Nagapattinam	-	Member
e) Addl. Director of Agriculture, Karaikal	-	Member
f) Dy. Director of Fisheries, Karaikal	-	Member
g) Asst. Director of Tourism, Karaikal	-	Member
h) Asst. Director of Industries & Commerce, Karaikal	-	Member
i) Lead Bank Manager, Indian Bank, Puducherry	-	Member
j) Manager, NABARD, Puducherry	-	Member
k) Asst. Director, O/o. The Dev. Commissioner of Handicrafts	-	Member
l) Chairman, CII, Puducherry	-	Member
m) President, Karaikal Industries Forum, Karaikal	-	Member
n) President, Kottucherry Industrial Estate Manufactures Association, Karaikal.	-	Member
o) President, Chamber de Commerce, Karaikal	-	Member
p) The Functional Manager, District Industries Centre, Karaikal	-	Member and Convener

The terms of references for District Export Promotion Committee are as follows:

- a) Benchmarking baseline export performance of District – Present Export Performance.
- b) Identification of potential export products from the District.
- c) Creation of District export action plan with quantifiable targets.
- d) Creations of sub-groups for each identified potential export product – involving stakeholders like manufactures, artisans, exporters of the identified products.
- e) Resolution, escalation and monitoring of issues in exports from the district for identified potential products through regular meetings.
- f) Identification of bottlenecks for exports potential products.
- g) Identifying training and development needs of District Industries and coordination for training with other departments.
- h) Dissemination of information through trainings, seminars, guest lectures, practical training, and exchange visits with other District of excellence.
- i) Act as one point facilitator for export promotion at District level.
- j) Liaison with and report progress to State level Export promotion Committees
- k) Update DGFT's Online DEPC Progress Monitoring Portal.



### **4.3 Champion Products Identified for Export Promotion :**

The products for export promotion have been finalised based on analysis of the export data available from DGCIS and various interactions with exporters' fraternity, and concerned line departments. Accordingly, the products with.

- (a) High Potential and High Readiness and
- (b) High Potential and Low Readiness

have been identified for export promotion from the Union Territory.

#### **4.3.1 Products Having High Potential & High Readiness:**

The following commodities have been identified as the top commodities from the Export basket of Union territory of Puducherry. It is based on export data available from DGCIS portal:

- a) Pharma and Bulk Drugs
- b) Engineering Machinery and Equipment's
- c) Petroleum Jelly
- d) Chemicals

These products constitute high share and potential to further grow manifold in Export Value. These products have high potential and are supported by robust manufacturing infrastructures (*i.e.*) high readiness. Necessary interventions to ease the bottlenecks faced by these champion sectors would make these products economic, cost efficient and easily cater to the Global demand.

#### **4.3.2 Products Having High Potential & Low Readiness:**

The following identified products have been identified to have high potential and huge demand in Export market but constitute very low proportion in Union territory of Puducherry's Export basket:

District of Puducherry	District of Karaikal
Handicrafts	Marine Products
Imitation Jewellery	Agriculture
Fragrance & Perfume related products	Tourism
Multi use Plastic components/products	Chemicals
Rice & Food Products	
Marine Products	
Herbal, Greens & Perishable Products	
Coir Products.	
General Engineering components.	
Electronic products (assembled PC, etc.)	

The low readiness of the above identified potential products for exports are due to

- lack of awareness of the opportunities available in the global market
- smaller scale of production
- marginal knowledge or poor adoption of latest technologies, *etc.*

The strategy proposes to undertake measures to facilitate in creating suitable infrastructure to scale up the production capacity and increase export of the above- mentioned products.

#### **4.4 Market :**

Based on the SWOT analysis done on the Export destinations from the Union territory of Puducherry, the top 10 destinations account about 57.94% of the total Export basket and within the top 10 destinations USA share is 41.06% and to the overall exports is 23.79%. This clearly indicates highly skewed market share that may be prone to vulnerability in market shocks. This policy envisages at diversifying the export market along with promoting export of identified new potential products to minimize the effects of global supply shocks. Special focus will also be on France and its former colonies due its colonial history.

#### **4.5 Measures to Ease Infrastructural Bottlenecks and Boost Exports :**

The Export Promotion Strategy proposes to undertake several focussed measures to ease the bottlenecks and to fill in the gaps identified under Infrastructural and Operational facilities available in the Union Territory as a whole. The policy aims at easing the constraints on connectivity and ensuring optimal modal mix of infrastructural facilities available for reducing the higher logistics cost thereby positively affecting the manufacturing sector and increasing export competitiveness from the Union Territory. The measures envisaged to be undertaken are listed below and proposed to be completed in a time bound manner.

##### **4.5.1 Port Led Development:**

Approximately 95% of the merchandise trade (by value) of Union territory of Puducherry passes through sea ports. However only a minimal portion of its merchandise trade passes through the ports of Karaikal and it is negligible/nil for Pondicherry Port as the latter is not functional. In order to effectively harness the potential of the naturally available coastline and two ports, the policy aims at prioritising and completing the process of making Pondicherry Port functional within the end of the financial year 2021-22. This is undertaken, under the aegis of Sagarmala Project of Ministry of Shipping, Government of India. This port will be functional for 9 months (February – October) every year considering the intense cyclones during the remaining months.

The policy aims at reviving the historical glory of Pondicherry Port and operating feeder services for container vessels to Chennai Port within the end of the financial year 2021-22. This facility is also proposed to be extended to Kattuppalli Port and Ennore Port in the future. Accordingly, the facilities for clearance of export and import consignments will be made available



at Pondicherry Port. Through these measures, significant savings on time and money apart from safety and security will accrue for the exporters from the Union Territory of Puducherry. Through this policy, efforts will be undertaken to upgrade the existing facilities available at Karaikal port for handling agro/marine products from its neighbouring hinterland (*i.e.*) districts of Tamil Nadu namely Thanjavur, Trichy, Nagapattinam, *etc.*

#### **4.5.2 Inland Container Depot (ICD) at Chinna Babu Samudram:**

In order to ensure optimal mix of multi-modal transportation of export consignments, the policy proposes to use the container handling facility available at Chinna Babu Samudram railway station. This mode of transportation is all weather round, cheap, timely and well connected with the ports of Chennai, Ennore and Kattuppalli. The feasibility of shifting the Inland Container Depot (ICD) to the said station is also being explored in this policy and it will be consulted with the stakeholders and implemented accordingly. This policy proposes to encourage the use of railways and inland waterways for transportation of export consignments over the existing practice of heavy dependence on roadways.

#### **4.5.3 Container Yard at ICD in District of Puducherry:**

The operational costs and time delay in export consignments are a predominant problem affecting the global competitiveness of exports from Union Territory of Puducherry. This is primarily due to non-availability of containers for exports within the Union Territory of Puducherry. This policy proposes to create Container Yard at the ICD within the next financial year 2022-23. Meanwhile, efforts will be undertaken by PIPDIC to ease the container shortages faced by the exporters.

#### **4.5.4 Cold Storage Warehouses:**

In order to effectively harness the natural abundance of coastline and its resultant marine resources across all the four regions of the Union territory of Puducherry, Cold Storage warehouses are a pre-requisite. The Union Territory has negligible value of marine exports annually. Based on the findings of SWOT analysis, the policy proposes to partly fund and facilitate construction of cold storage warehouses with 50 metric tonne capacity across all four regions of the Union Territory within the next five years. These will be constructed either as per the APEDA/MPEDA standards as per the requirement of stakeholders.

#### **4.5.5 Internet/Broadband Connectivity:**

Considering the current pandemic situation prevalent across the world, it is understood that having seamless internet connectivity is a pre-requisite for obtaining export orders. The higher the presence of goods on e-commerce platforms, the higher the possibility of getting export orders and this is particularly essential for MSMEs. The international exhibitions and fairs, B2B interactions are now done on virtual platforms. The policy proposes to closely partner with public and private players for ensuring smooth internet connectivity across the Union Territory in particular across identified Champion products clusters.

#### **4.5.6 Global Standards in Laboratories:**

The policy proposes to upgrade all food products-based laboratories to the standards as prescribed by APEDA/MPEDA. This is because the APEDA/MPEDA standards are globally acknowledged by several top export destinations for these products. This would in return prevent/reduce delay in exporting the perishable commodities out of the country. It would also ensure quick acceptance and easy clearance of consignments at the export destinations.

It is proposed that standards of all food products-based laboratories in the Union Territory will be upgraded in the upcoming two financial years and necessary funding and support will be provided by PIPDIC.

#### **4.5.7 Upgradation of Exhibition Centres:**

The policy understands that 'State of the Art' Exhibition centre in Union territory of Puducherry is need of the hour for wooing and attracting international buyers and investors. Greater the visibility of the products and services of the Union territory of Puducherry in the international arena, higher the possibility of increasing the exports. Accordingly, in the spirit of optimum utilization of resources and effective governance, the policy proposes to upgrade the facilities at Arts and Crafts Village, Murugapakkam in Puducherry to global standards. This would be undertaken with the help of Ministry of Commerce, Government of India through Trade Infrastructure for Export Scheme (TIES). It is proposed to be completed within the next financial year of 2022-23.

This would ensure year-round activities of international trade promotion, Buyer-Seller meets, Reverse Buyer- Seller meets, cultural activities, *etc.* This step will promote 'Made in India' brand and create global branding of the products and services offered by Union Territory of Puducherry. PIPDIC will be entrusted with the activity of organising it.

#### **4.5.8 Creation of Special Purpose Industrial Parks:**

As per the UNIDO's Regional Conference report on Industrial Parks, 2012 the following benefits would accrue to the local economy on undertaking Industrial Park model:

- ☐ Industrial parks help in overcoming market imperfections in transition economies, such as imperfect and asymmetric information, and transaction costs.
- ☐ It helps to foster competitiveness of agglomeration economies and promote local supply chain development.
- ☐ It facilitates technological learning, innovation, and catchup processes.
- ☐ It attracts and mobilizes domestic and foreign direct investment and builds linkages with financial institutions and venture capital.
- ☐ It acts as a development tool to encourage the return of highly qualified human resources, leveraging new technologies and knowledge.
- ☐ It helps to achieve sustainable industrial development and growth of Micro Small and Medium Enterprises (MSMEs).



This policy proposes to establish **Special Purpose Industrial Parks** for identified export products namely:

- ☐ Agro and Marine Food Park
- ☐ Plastic and allied products Park
- ☐ Information Technology Park

These industrial parks would be established in consultation with the stakeholders. PIPDIC would be nodal agency for identification and implementation of these projects.

#### **4.5.9 Efficient Utilisation of Existing Composite Industrial Parks:**

The Union territory of Puducherry has multiple Composite Industrial Parks at Thattanchavady, Mettupalayam and Sedarapet, *etc.*, Currently, these industrial parks are not operating in full capacity. The policy will encourage the Department of Industries and Commerce, Government of Puducherry to suitably amend its Industrial Policy to encourage companies to set up plants in these Composite Industrial Parks.

This policy proposes to undertake measures to attain full operational capacity in all these industrial parks within the next five years. Some of the schemes proposed under this policy to incentivize companies to invest in Union territory of Puducherry are:

- ☐ Increase the number of instalments for loan against payment of cost incurred in purchasing/leasing the industrial plot.
- ☐ Reimbursement of Land conversion charges on reaching export turnover (criteria to be fixed)

#### **4.5.10 Establishment of R&D/Incubation Centres in Universities and Industrial Parks:**

The policy proposes to capitalise on the High Innovation Index available in the Union Territory of Puducherry and establish Research and Development Centres in Universities and Incubation Centres in few of the Industrial Parks. A special corpus fund will be created for this purpose and funding will be available to eligible registered entities for developing innovative and world class product that has global demand. PIPDIC will be the nodal agency for implementing and coordinating this activity in association with relevant stakeholders.

#### **4.5.11 Establishment of Export Haats:**

It is proposed that "EXPORT HAATS" as an initiative under the District Export Hub, to be constituted under Union territory of Puducherry where the products identified from various districts with Export Potential will showcased on regular basis. It will function as a platform for the local artisans/weavers to attract potential buyers from International markets.

#### **4.6 Measures To Strengthen Social Infrastructure :**

##### **4.6.1 Conduct Awareness Programmes:**

This policy aims at creating wide spread awareness amongst the business community regarding the immense opportunities available in Exports. It is understood that there is a Cause and Effect relationship between the number of exporters and the volume of exports. Hence in order to increase the number of exporters, PIPDIC is entrusted with the duty of conducting awareness programmes on regular basis in association with various Trade bodies and Export Promotion Councils (EPCs).

##### **4.6.2 Training/Capacity Building:**

In order to compete in the international market, the products and methods adopted to produce it must be of globally competitive standards. This requires skill upgradation and periodical training sessions which this policy aims to provide. This task of conducting and organizing a calendar for these sessions are entrusted with PIPDIC. PIPDIC will associate with relevant Trade bodies, EPCs, Universities, Leading Exporters, etc. for imparting the knowledge of best practices to the upcoming exporter.

##### **4.6.3 Online Portal:**

Creation of an Online Portal as a One Stop Destination for all information related to foreign trade will be developed and maintained by PIPDIC. This web portal will lead to simplification in understanding the complex procedures related to Exports, convenience in accessing information, and a more user-friendly experience.

##### **4.6.4 Awards:**

Institutionalizing Awards for exporters will motivate, and encourage them to gain recognition and distinguish themselves from competitors. Accordingly, this policy has designated PIPDIC to award eligible Exporters annually under the following categories:

- a) Largest Exporter by value (overall)
- b) Largest Exporter – MSME
- c) Largest Exporter – Women Entrepreneur
- d) Zero quality complaints & Timely Delivery
- e) Most Innovative product
- f) Largest Exporter - G.I. products

The criteria for these awards will be finalised by PIPDIC in consultation with stakeholders.



#### **4.6.5 R&D and Incubation Centres:**

Innovation and efficiency are the Keywords to conquer and thrive in the global market. Union territory of Puducherry has numerous nationally accredited Universities. Innovation Index has also rightly acknowledged this aspect of Union territory of Puducherry. The policy aims.

- a) R&D center in association with anyone of well acclaimed Universities will be set up for creating unique products/innovation/methods to increase efficiency in production/bring about value addition to existing products to capture global market.
- b) To establish incubation cell in association with PIPDIC, DIC, MSME, GDI, for entrepreneurs (both new & existing) on latest technology, Production methods etc.
- c) A corpus fund will be created and maintained by PIPDIC for both R&D center and Incubation center.

#### **4.7 Measures for Grievance Redressal :**

Grievance Redressal Mechanism is the Heart of Good Governance. The grievance redressal mechanism of an organization is its instrument to measure efficient and effectiveness as it provides important feedback on the working of the export strategy. PIPDIC is entrusted with the role of addressing the grievances raised on issues relating to foreign trade by general public across related departments. The policy aims to resolve the grievances in a time bound and satisfactory manner.

#### **4.8 Strengthening Financial Ecosystem :**

##### **4.8.1 Export Inspection Council:**

The role of Export Inspection Council (EIC) is multifarious as it provides various certifications needed by the exporter. Since Export products are subjected to stringent quality checks and mandatory certification, this policy proposes to undertake measures to establish Export Inspection Council (EIC) within Union territory of Puducherry. This promotes Ease of Doing Business for exporters.

##### **4.8.2 Institutional Mechanism for Monitoring Credit Availability:**

The quantum of credit-based loans availed by exporters is an indicator of the health of the export market in the Union territory of Puducherry. This policy proposes to set up a Committee for regularly monitoring the availability and disbursement of institutionalized credit to the exporters for export of consignments. This will ensure swift redressal of financial problems and ensure easy accessibility and financial inclusiveness. Capital Infusion drives are proposed to be undertaken on regular intervals to overcome the fiscal hurdles and have competitive advantage in production cycles.

#### **4.8.3 Establishing a branch office of ECGC in Puducherry:**

This policy aims to ensure that there will be at least one agency (*i.e.*) Export Credit Guarantee Corporation (ECGC) within Pondicherry to provide export insurance cover to exporters. This is proposed to be undertaken within a period of one financial year.

#### **4.8.4 Financial Literacy Drives:**

The main vision of Export Strategy is to create avenues that simplify the export procedures for all and in particular focus MSMEs. Financial management is a very important component of Export business as it includes foreign currency, Insurance, Bank Guarantees, Commercial documentations. Financial Literacy drives are proposed to be organized regularly by PIPDIC in association with Banks and other financial agencies for demystifying these hurdles for exporters.

#### **4.8.5 Investors' Summit:**

Annual Global and Domestic Investors Summit is proposed to be held under the aegis of PIPDIC. Foreign Direct Investment (FDI) would assure in comparative advantage in both quality and technology through Financial Credit and Technology Transfer.

#### **4.8.6 Marketing Assistance:**

The role of marketing in today's globalization and technological spread needs no introduction. PIPDIC is entrusted with

- ☐ the task of identifying international online platforms for selling products (ex: Amazon, JD.com, e-bay, Rakuten *etc.*)
- ☐ assist the exporters in registering their products on these platforms
- ☐ reimburse the cost of registering onto these platforms on reaching criteria fixed
- ☐ provide credit support for advertising on international trade platforms in particular for Digital Marketing.
- ☐ in order to diversify export markets, assistance will be provided to willing and qualified exporters for participating in international trade fairs and exhibitions.



## 5. ANALYSIS ON SERVICE SECTOR EXPORT

### 5.1 Introduction :

The services sector accounts for more than 50 per cent of the Gross State Value Added (GSVA) in 15 out of the 33 States and Union Territories of our country. (Economic survey, 2019-20). Union territory of Puducherry's service sectors' share in GSVA is 49.67 per cent during 2019-20.

Tourism in Union territory of Puducherry is an economic powerhouse with huge potential to create diverse kind of employment, to earn foreign exchange and to improve the quality of people's lives at large. Especially, the French connectivity has made the Union Territory as a window to French cultural heritage and cuisines. Further, historically, the place is known for its inherent nature for spirituality, mediation and wellness.

#### 5.1.2 Tourism – Major Sub-Sector of Services:

Tourism is vital for the success of many economies around the world. There are several benefits of tourism on host destinations. The tourism sector directly contributes about 3.6 per cent of the world's Gross Domestic Product (GDP) and indirectly contributes about 10.3 per cent to it. As one of the biggest contributors to the global GDP, this industry directly employs nearly 77 million people worldwide. The Tourism sector also contributes to indirect employment generation to the tune of 234 million or 8.7 per cent of the total employment. The industry also represents about 12 per cent of the total world exports

The Indian tourism industry has emerged as one of the key drivers of economic growth in India during 2019-20, 39 million jobs which accounted for 8.0 per cent of the total employment in the country. The number is expected to rise by 2 per cent annum to 52.3 million jobs by 2028 (WTTC- World Travel and Tourism Council)

### 5.2 Foreign Tourist Arrivals (FTA) in India :

The Tourism sector in India had been performing well with Foreign Tourist Arrivals (FTAs) growing at 14 per cent to 10.04 million and Foreign Exchange Earnings (FEEs) at 19.1 per cent to US\$ 27.31 billion in 2017. However, the sector underwent a slowdown in 2018 and 2019 before declining sharply in 2020.

#### Foreign and International Tourist Arrivals and Tourism Receipts in India

Parameter	2015	2016	2017	2018	2019
Foreign Tourist Arrivals (FTA) of India (Million)	8.03	8.80	10.04	10.56	10.93
International Tourist Arrivals (ITAs) in India (Million)	13.76	15.03	16.81	17.42	17.91
International Tourist Arrivals (ITAs) around the world (Million)	1,195	1,245	1,333	1,408	1,460
India 's Share in world's ITAs (per cent )	1.15	1.21	1.26	1.24	1.23
Source: Ministry of Tourism. Note: All figures are Calendar year wise					

### 5.2.2 Foreign Tourists Arrival (FTA) in Union territory of Puducherry:

Among the four regions of Pondicherry, Karaikal, Mahe and Yanam in this Union Territory, only Pondicherry and Karaikal regions have experienced steady and sustained tourist traffic in the past decade and more. Although there is modest inflow of domestic tourists to the other two regions, *viz.* Mahe and Yanam, there is hardly any patronising of these two places by foreign tourists on a regular basis.

#### **Domestic and Foreign Tourist Arrivals into Union territory of Puducherry**

Year	Domestic Tourists	Foreign Tourists					Total No. of tourists	Growth rate %
		Puducherry	Karaikal	Mahe	Yanam	Total		
2015	1297192	105453	608	89	3	106153	1403345	10.38%
2016	1398289	115566	1720	149	2	117437	1515726	8.03%
2017	1531972	128839	2349	212	7	131407	1663379	9.74%
2018	1616660	138737	2186	203	7	141133	157793	5.67%
2019	1731282	147422	2281	206	10	149919	1868201	6.06%
2020	NA	40725	938	86	5	41754	NA	NA
Source: Dept of Tourism, Govt of Puducherry      Note: All figures are Calendar year wise								

From the above Table, it can be seen that there is decline in the growth rate of tourists (both Domestic and Foreign) into the Union Territory. In particular the growth of foreign tourists has almost stagnated and it has dropped drastically in 2020 calendar year due to pandemic situation.

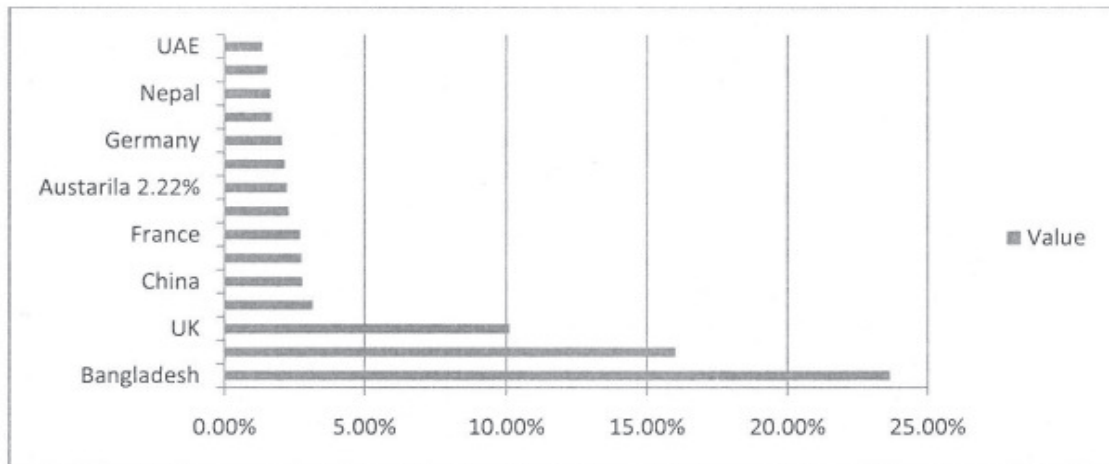
### 5.3 FTA Market Size of India and Union territory of Puducherry:

During 2019, foreign tourist arrivals in India stood at **10.89 million**, achieving a growth rate of 3.20 % year on year. During 2019, foreign exchange earnings (FEEs) from tourism increased 4.8% year on year to ₹ 1,94,881 crores (US \$ 29.96 billion).

Further, it is interesting to note that during the year 2019, out of 10.89 million, only **1,49,919 foreign tourists** visited Puducherry, whereas Chennai receives **10.5 per cent** of total foreign tourists who visited India.

The percentage share of Foreign Tourist Arrivals in India during 2019 from the Top 10 countries is depicted in the graph below. The foreign tourists into India are mainly based from Eastern part of the world, which has got several cultural, spiritual and heritage related commonalities with India.



**Growth Percentage of Foreign Tourists in to India as a whole (2019)**

Source: Ministry of Tourism, GoI

In contrast to the above, Union territory of Puducherry has foreign tourists from different base of countries and it is tabulated below for the calendar year 2018:

Sl. No.	Country from which the tourist arrived	Puducherry	Karaikal	Mahe	Yanam	Total
1	Australia	5493	38	2	0	5533
2	Bangladesh	48	0	0	0	48
3	Canada	3979	52	5	0	4036
4	France	30610	185	75	6	30876
5	Germany	5349	76	4	0	5429
6	Iran	14	0	0	0	14
7	Italy	923	8	0	0	931
8	Japan	1094	8	0	0	1094
9	Malaysia	4800	131	24	0	4955
10	Saudi Arabia	356	12	12	0	380
11	Singapore	4479	156	25	0	4660
12	Sri Lanka	408	56	0	0	464
13	Switzerland	3942	4	0	0	3946
14	United Arab Emirates	857	84	4	1	946
15	United Kingdom	11506	66	9	0	11581
16	United States of America	14148	100	21	0	14269
17	Others	50731	1218	22	0	51971
	<b>Total</b>	<b>138737</b>	<b>2186</b>	<b>203</b>	<b>7</b>	<b>141133</b>

Source: Dept of Tourism, Government of Puducherry

Despite having minimal number of foreign tourists, the Union Territory is endowed with tourists from diverse countries. This indicates that the Union territory of Puducherry as an international tourist destination is recognised globally. The focus must be to increase the number of tourists from these countries by providing global standard accommodations, services, etc.

#### **5.4 Infrastructure facilities available for Tourism Sector in the Union Territory:**

Union territory of Puducherry's GSDP depends more than 50% on services sector. The infrastructure facilities available with its primary bread winner during the calendar year 2018 is tabulated below:

Accommodations available	Puducherry	Karaikal	Mahe	Yanam	Total
No. of Hotel/Guest House, Tourist Home	179	34	9	10	232
No. of Rooms	4627	868	113	145	5753
Air Conditioned	3571	526	75	128	4300
Non- Air Conditioned	1056	342	38	17	1453
No of Beds	8335	1452	216	249	10252
In AC Rooms	6490	967	147	219	7823
In Non AC Rooms	1635	485	69	30	2219
Dormitory	42	7	2	0	51
Dormitory beds	210	35	10	0	255

Source: Department of Tourism, Government of Puducherry

It can be seen that the available infrastructure is inadequate to meet the untapped potential and greater focus must be given for developing these and in particular there should be focus in developing globally standard star hotels and also train these service providers to be professional.

#### **5.5 Types of Tourism available in Union territory of Puducherry :**

Despite its small geographical area, Union territory of Puducherry is one tourist destination in India which is bestowed with diverse geographical and historical features where a traveller has plenty to relish like heritage, spirituality, adventure, history and nature. In short it has something to offer to everybody, thus leading to it being a wholesome package for tourists. These are enumerated below:

##### **5.5.1. Religious/Historical Tourism:**

Union territory of Puducherry is known for its historical and multi-religious spiritual sites that propose a unique purpose and meaning to each site individually. The Churches, *Lady of Angels* and *Sacred Heart of Jesus* are built with Greco Roman architecture of 18<sup>th</sup> century depicting events from the life of Christ. The famous Manakula Vinayagar temple depicts the 12<sup>th</sup> century Chola Empire architecture and the Meeran Mosque witness the Gothic Islam architecture and also attracts huge footfalls every year.

##### **5.5.2. Spiritual and Wellness Tourism:**

The spiritual culture of Pondicherry attracts thousands of people all over the world. Popular attractions include *Sri Aurobindo Ashram* and *Auroville* where one is helped in understanding and surrendering oneself to the Divine Consciousness and self- meditation practices.



### **5.5.3. Cultural Tourism:**

Boulevard town being the historic core of Pondicherry has inherited significant cultural heritage from different communities and stands as a pertinent model with hidden layers of history. This built heritage can be categorised into three different distinct architectural styles: French, Tamil and Franco Tamil. The buildings are characterised by high compound walls, elaborate gates, garden courtyards, colonnaded galleries, voluminous rooms, high arched openings and wooden balconies. Arikamedu an ancient Archaeological site dating back to 600 B.C. is an UNESCO heritage site.

### **5.5.4. Medical Tourism:**

The Medical Tourism Market Report: 2015 found that India was “one of the lowest costs and highest quality of all medical tourism destinations and offers a wide variety of procedures at about one-tenth the cost of similar procedures in Western nations”. McKinsey has revealed in one of its studies that medical tourism is increasing at the rate of 30 per cent in India.

The Jawaharlal Institute of Postgraduate Medical Education & Research (JIPMER), is one of the premier institutes to cater the medical treatment for various diseases with high quality medical services with world-class equipments and facilities. Besides the JIMPER, there are six medical colleges with at par global competencies to address patients from overseas.

### **5.5.5. Adventure Tourism:**

Adventure sports in Pondicherry are mainly pertaining to water sports. The tranquil beaches of Pondicherry make up to be a great place for adventurous side with amazing options like Scuba Diving, jet-skiing, parasailing, canoeing, backwater sailing, Kayaking and much more. The corals of Pondicherry give the entire reef a colourful outlook and makeup to be one of the best diving spots in South India. Boating in the mesmerising backwaters of Pondicherry is very popular and also the waves in Pondicherry are moderate and consistent, making it an ideal surfing destination.

Despite the above abundance, there are only two service providers for Water Adventure Sports, one for both Water and Land Adventure Sports and three Scuba Diving service providers currently operating in Puducherry.

The infrastructure for Land adventure is also not attractive enough for foreign tourists. There is only one theme park currently functional in Pondicherry and one more theme park is proposed at Karaikal.

### **5.5.6. Film And Food Tourism:**

The Ministry of Tourism, Government of India is undertaking all efforts to promote Cinema of India as a sub brand of “Incredible India” at various International Film Festivals like IFFI Goa, European Film Market, Cannes Film festival and markets abroad, to develop synergy

between Tourism and the Film industry and to provide a platform for enabling partnerships between the Indian and global film industry.

Currently despite its vibrant cultural and historical heritage, Union territory of Puducherry's potential as a scenic film shooting spot is largely unexplored. Union Territory can tap the opportunity provided under "Incredible India".

The cuisines of Pondicherry have a great French as well as Tamil influence. Tourists who come from across the globe have really liked the food and wish to visit Pondicherry time and again.

#### **5.6 Average number of days stayed by Tourists :**

It is noticed that the average number of days tourists stay in Union territory of Puducherry is minimal and it is tabulated below:

Average data on No. of days tourists stay in Union territory of Puducherry

Domestic Tourists	1.5 Days
Foreign Tourists	3 Days

Source: Department of Tourism, Government of Puducherry

It is evident that despite various types of tourism available as mentioned above and apart from its diverse base of foreign tourists, Union territory of Puducherry is still able to retain the foreign tourists for only a short period. Generally, it is noticed that foreign tourists visit the Union Territory as an added part of their tour after visiting the neighbouring States.

#### **5.7 Initiatives of Government of India :**

Ministry of Tourism, Government of India has two major schemes launched during 2014-15, viz.

- ☐ Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits
- ☐ PRASHAD- Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive

for development of tourism infrastructure in the country including historical places and heritage cities.

Ministry of Tourism, Government of India has taken up the initiative of identification, diversification, development and promotion of niche tourism products of the country like Cruise, Adventure, Medical, Wellness, Golf, Polo, Meetings Incentives Conferences and Exhibitions (MICE), and Eco- tourism, Film Tourism, Sustainable Tourism *etc.*, to overcome 'seasonality' challenge in tourism and to promote India as a 365 days destination.



## 6. FOREIGN TOURISTS ATTRACTION STRATEGY

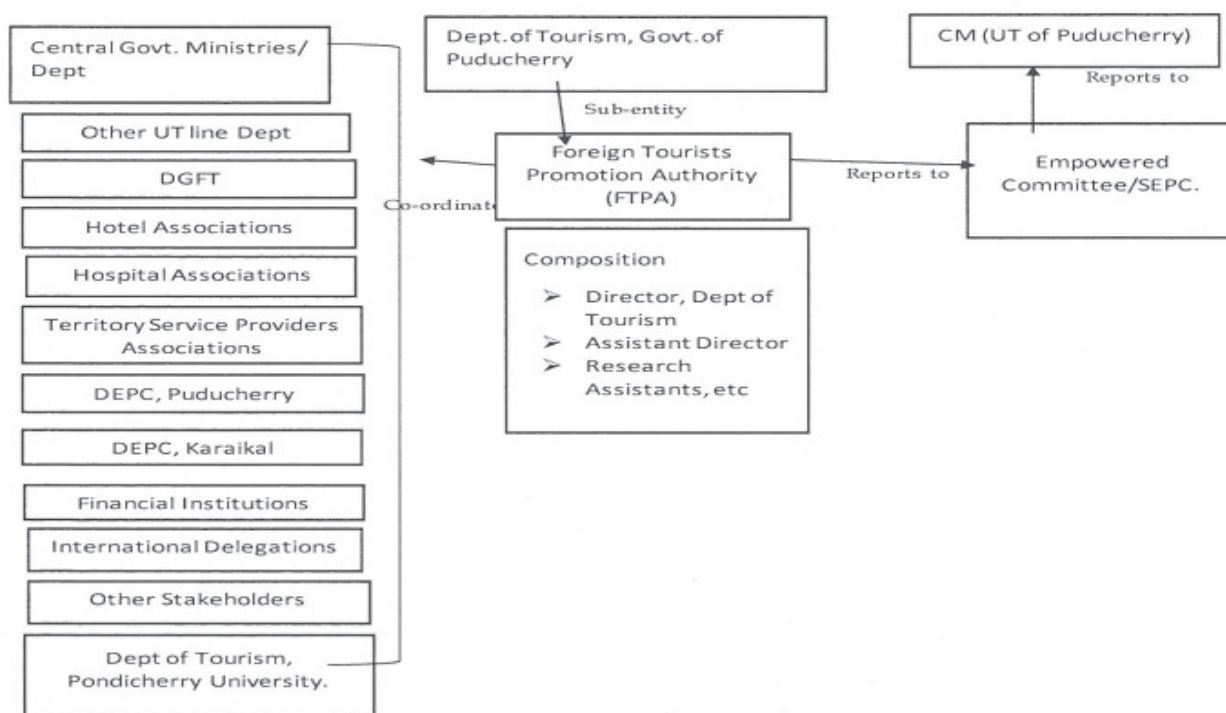
### 6.1 Vision :

"To make Union territory of Puducherry one of the most preferred amongst top twenty tourist destinations in the country."

### 6.2 Mission :

- ☐ Double the number Foreign Tourist Arrivals (FTA) within the next five years.
- ☐ Create Additional employment opportunity both directly and indirectly.
- ☐ To make every tourist feel at home in the Union territory of Puducherry.
- ☐ To ensure the trip to be affordable with global standards for all types of tourists.
- ☐ To increase staying period of foreign tourists from the current 3 days to 5 days.
- ☐ To establish Union territory of Puducherry as an all-seasons destination with Round the clock activities for 365 days.
- ☐ To become a place where professionalism is established across all the stake holders in Tourism sector.
- ☐ To ensure Union territory of Puducherry is safe and preferred destination for all tourists especially women and solo travellers.

### 6.3 Institutional Mechanism and Structure for increasing FTAs. :



A special entity -**Foreign Tourists Promotion Authority (FTPA)** will be created under Department of Tourism, Government of Puducherry to be the nodal agency for implementing Foreign Tourism Export Promotion Policy. The role and function of FTPA are:

- Estimating and implementing the budget for Foreign Tourism Promotional activities.
- Function as a nodal authority for creation & maintenance of Foreign Tourism related database.
- Devising a calendar of events for promotion of Tourism for each year in consultation with all Stakeholders both public and private.
- Creation and maintenance of interactive online One Stop portal for all information related to tourism.
- Encourage Hoteliers, Hospitals, *etc.*, by institutionalizing awards under various categories and also provide incentives.
- Act as a single window mechanism for addressing all issues related to promotion of tourism.

#### **6.4 Increasing the market base of Foreign Tourists :**

The policy aims at increasing its tourist base by the following initiatives:

- Increasing the number of FTAs from already existing base through targeted marketing activities like participating in international fairs and exhibitions, conducting roadshows, online advertisements, *etc.*
- Widen the base of countries for foreign tourism by focusing on countries which were erstwhile colonies of France, as there as a common cultural link amongst all those countries.
- It is noticed that there is negligible number of tourists from the top ten export destinations of merchandise goods from Union territory of Puducherry. This policy aims at specially focusing these countries (*i.e.*) Czech Republic, Germany, Guatemala, Hongkong, Myanmar *etc.* This measure would synergize the efforts and result in business with pleasure.

#### **6.5 Measures to ease infrastructure bottle necks :**

The policy aims at providing seamless and hassle-free connectivity to all tourist destinations within the Union territory of Puducherry. Some of the measures proposed under this policy are:

- Establishing a dedicated branch office at Chennai International Airport for co-ordination with Foreign tourists arrivals and departures.
- Operating a dedicated Bus service for ferrying passengers from Chennai International airport to the tourist destination Puducherry and Karaikal.
- Introducing *Hop-on-Hop off* bus services through PPP mode to connect all tourist spots.
- Upgrade the existing facilities available at accommodations (*i.e.*) hotels, guest houses, dormitories, *etc.*, to global standards by providing incentives / subsidies, loans, *etc.*



- Constructing and ensuring well maintained public toilets, safety lockers around all tourist spots.
- Implement and maintain stringent health standard protocols across all accommodations for prevention of communicable and pandemic diseases.

#### **6.6 Quality and Standards in providing services :**

This policy aims at providing services to all tourist with utmost professionalism and care and achieve best customer satisfaction rating from all tourists. Some of the measures to realize these policy goals are:

##### **6.6.1 Imparting Training and Capacity Building:**

Department of Tourism, Government of Puducherry will conduct regular training programs for

- a) Cab and Tour Vehicle operators
- b) Hoteliers and Staff
- c) Hospital managements, *etc.*
- d) Taxi drivers

These training programs will focus in upgrading the interactive and communication skills, sensitization towards the culture of different foreign tourists, correct information about the tourist destinations in Union territory of Puducherry, *etc.*

This policy aims at introducing Certification of standards for all types of service providers. These standards are to be fixed by Department of Tourism, Government of Puducherry in consultation with stakeholders and are to be strictly implemented.

##### **6.6.2 Awards:**

Institutionalizing Awards for tourism service providers will motivate and encourage them to gain recognition and distinguish themselves from competitors. This policy designates Department of Tourism, Government of Puducherry to award eligible service providers annually under the following categories:

- a) Largest Foreign Exchange earner amongst service providers
- b) Best Cab and Tour Vehicle operator (in terms of satisfaction feedback from Foreign Tourists)
- c) Best Hotelier (in terms of satisfaction feedback from foreign tourist)
- d) Best Hospital (in terms of satisfaction feedback from foreign tourist)
- e) Best Adventure Tourism Operators.

The criteria for these awards are to be formulated by Department of Tourism, Government of Puducherry in consultation with stakeholders.

### **6.7 Marketing and Brand Puducherry :**

This policy intends to create wide spread global awareness of Brand Puducherry and market Union territory of Puducherry as all seasonal tourist destination. Some of the measures to achieve it, are:

- Creation and maintenance of an interactive website in foreign languages of English, French and Spanish.
- A dedicated social media team to market the tourist destinations.
- Create and maintain global Brand Ambassadors *eg.*: famous authors, chiefs, Actors.
- Participate in all possible International Tourism fairs, Exhibitions *etc.*
- Conduct dedicated fairs/exhibitions internationally at specific countries like France, UK, Germany, Tanzania, Indonesia, *etc.* where Sri Aurobindo Ashram has worldwide branches.
- Provide incentives to service providers for participating in international fairs/exhibitions, *etc.*
- Conduct Roadshows and festivals/fairs in association with local bodies that showcase the uniqueness in each tourist destinations.

### **6.8 Sector Specific Measures :**

Apart from the above common measures, this policy envisages to provide specific measures for each type of tourism available in Union territory of Puducherry. The measures are as follows:

#### **6.8.1 Religious/Historical Tourism:**

- Build, Renovate and arrange a platform for tourists and seekers to spend extended amount of time to experience the place in its entirety.
- Catalogue places over themes and promote it in various travel and tourism trade shows-
  - A calendar based on important religious events across all destinations to be curated and given wide publicity.
  - To implement initiatives of Ministry of Tourism, GoI like *Swadesh Darshan & PRASHAD*

#### **6.8.2 Spiritual and Wellness Tourism:**

- Encourage natural therapy healing centres like centres of Ayurveda, Siddha, Unani, and Homeopathy (AYUSH), Yoga, meditation by giving supportive framework.
- Collaborate with National Medical and Wellness Tourism Board and constitute a Committee to mobilize AYUSH and Naturopathy distinguished practitioners from across the country, encourage and facilitate them to open branches in Union territory of Puducherry by establishing a single window mechanism.



- ☐ Promote Ayurveda centres in Mahe with support of the best Ayurveda centres of Kerala.
- ☐ Partner with Sri Aurobindho Society in welcoming their aspirants from across the globe and ensure that their stay in Union territory of Puducherry is transformative.

#### **6.8.3 Cultural Tourism:**

- ☐ Undertake steps to get UNESCO World Heritage site recognition for entire White Town, Pondicherry.
- ☐ Develop interactive content and certify guides for heritage walks across Cultural sites.
- ☐ Create Art Museums and Digital Museums.
- ☐ Curate Geographical Indicator (GI) products to capture the attention of international tourists.
- ☐ Pondicherry is host to world famous Institut Français de Pondichéry (French Institute of Pondicherry) which is a multi-disciplinary institute. It has expertise and immense experience in teaching and researching Sanskrit, Indology, etc. A collaboration is proposed to be undertaken with this premier institute for promoting Pondicherry as a seat for learning Sanskrit.

#### **6.8.4. Medical Tourism:**

- ☐ Encourage Hospitals of medical institutions to get certification from NABH (National Accreditation Board for Hospitals).
- ☐ Developing Standard Operating Procedure (SOP) to offer medical services to overseas clients
- ☐ Collaboration with Tour Operators of Puducherry Union Territory
- ☐ Integration with Eco-Beach Resorts/Hotels and Wellness Centres
- ☐ Participation in the International Medical Tourism events
- ☐ Utilizing Information Technology and Mobile enabled services.

#### **6.8.5. Adventure Tourism:**

- ☐ Develop Petit Canal and Grand Canal as boating canals. Buildings situated on either side of the canals may be painted with reflection of French heritage. The banks of Canals are proposed to be developed for setting up organized street food stalls with designed table-cum-chairs with umbrellas.
- ☐ Introduce Cable car operation from Duplex Statue to Veerampattanam by connecting Pondy Marina Beach points.
- ☐ Develop Oussudu lake and tourist facilities jointly in association with Forest Department.
- ☐ Encourage private players to start Sea Cruise, River Cruise, Adventure Sports and Water Sports activities in Puducherry, Karaikal, Mahe and Yanam by providing:

- Special Incentive Packages for Investors
- Allied Infra Development by Union Territory Government in the designated areas of adventure tourism
- Necessary permissions to be granted under single window mechanism within 30 days period
- International delegation to European/Asian Countries alongwith the Designated Officers upon signing of MoU for the projects
- Operating Cruise ship from Chennai port to Karaikal port
- Conduct Safety Audits on major adventure tourist spots and develop response protocols for any contingency.
- Considering its nature, a special training course will be designed for adventure tourism operators and it would be imparted on regular basis *e.g.*: Safety training and certification courses, skill development programs for local stakeholders, *etc.*

#### **6.8.6. Film And Food Tourism:**

- Promoting scenic beaches of all the four regions and backwater lagoons in Mahe as destinations for wedding, film making and commercial advertisement making.
- Promote certified night life and local rose wine tasting tours in Puducherry
- Organize International Food Festivals and design Food Walk Tours to taste unique local cuisines.
- Conduct regular inspection of food joints across the territory to ensure safety and hygiene.
- Identify the Culinary and Handicrafts skills of local community and train them to bridge the demand gap.
- Create Brand Ambassadors for promoting the unique blend of local French and Indian cuisine in Union territory of Puducherry for ex: using popular Chefs from across the globe.
- A separate set of measures will be framed for erection of temporary seasonal structures, Beach Shacks, Huts *etc.*, on the beaches of Puducherry and Yanam.



## 7. ANNEXURES

## ANNEXURE-1

## Export Preparedness Index (EPI)-Indicative Profile

Pillar : Policy

Sub-Pillar : *Export Promotion Policy* :

Indicator Name	Explanation	Source
Existence of a valid Export Promotion Policy/Strategy	The Export Promotion Policy is a public policy measure aimed at enhancing export activity at the national or State level.	State Government
Existence of a valid sector-specific policy for exports	Every State has an edge in some sectors either due to the presence of natural resources or due to human capital. Some States focus on these sectors specific export policy rather than a common one.	State Government
Thrust sectors for exports	Each State has a competitive advantage in specific sectors. It is, therefore, necessary that the States identify these thrust sectors and focus on developing their export strategy around them.	DGCIS
Policy emphasis on product quality and standards	To become a part of the global value chain, it is important to adhere to international standards and quality for exports as defined by WTO's Agreement on Technical Barrier to Trade (TBT Agreement), Sanitary and Phytosanitary Measures (SPS Agreements), Pre-Shipments Inspection (PSI Agreement), USDA Certification, Conformity European or any other certification.	State Government
Marketing Support	It is crucial for the State Government to work towards enhancing the visibility of State level products in international markets.	State Government
Facilitating measures around export promotion	The Time Release Study (TRS) is an internationally recognized tool advocated by World Customs Organization to measure the efficiency and effectiveness of international trade flows. The results of the TRS allow govt. agencies to diagnose existing bottlenecks that act as a barrier to the free flow of trade.	State Government

**Sub-Pillar : Institutional Framework**

Indicator Name	Explanation	Source
Appointment of full-time export commissioner	In 2015, the Centre had asked States to appoint Export Commissioners and prepare export strategies as a step to promote exports.	State Government
Existence of a State-Centre coordination cell	In order to facilitate a continuity with respect to trade policy at the level of the Centre and the States, a coordination cell is required to review and act upon new developments that are important to State exports	State Government
International Access	It is crucial for the State Government to work towards enhancing the visibility of State level products in international markets.	State Government
Export Promotion Councils	State level Export Promotion Councils are constituted for various sectors to direct, promote and ensure monitoring of the export related activities in the State.	State Government Department of Industries and Commerce
Establishment and Functioning of an Empowered Committee	An Empowered Committee is necessary for export related inter-departmental co-ordination and policy formulation. It will act as an advisory body of the State Government for export promotion. The Committee will also review the progress of different export infrastructural projects, export performance of the State, banking, discussing sectoral issues and other taxation issues faced by exporters.	State Government
Newsletter	Publication of newsletter by the Government would help in updating exporters about the latest policy changes within the State and the current export scenario. Such a publication would address the issues of information asymmetry between exporters and the State Government.	State Government Department of Industries and Commerce Export Promotion Council
Grievance Redressal	Exporters need to have access to grievance redressal mechanism to approach the Government for any information or resolution of problems.	State Government Department of Industries and Commerce



**Pillar** : Business Ecosystem

**Sub-Pillar** : Business Environment

Indicator Name	Explanation	Source
Ease of Doing Business Index	Ease of Doing Business Index is a measure of regulations that enhance business. It includes: Starting a business, dealing with construction permits, getting electricity, registering property, getting credit, protecting minority investors, paying taxes, trading across borders, enforcing contracts, resolving insolvency, <i>etc.</i>	DPIIT
Investor Summits	Investment Summits are organized by State Governments to attract investment. However, it is important to focus on the end results of these summits as well.	State Government
Cost of Doing Business	States compete among themselves on the cost of products and services essential for running a business.	State Government
Labour Reforms	Labour regulation is important to assess the optimal balance between adequate worker protection and labour market efficiency. To attract foreign investment to the country, firms consider the strength of worker bargaining power when making sourcing decisions. Various legislative, administrative and e-governance initiatives have been taken by the Governments to generate employment and facilitate ease of doing business. This indicator will capture those reforms.	Ministry of Labour
Innovative Capacity	The innovative capacity of states shows the extent to which a State can diversify its products and compete in different markets.	NITI Aayog
Power Availability	Availability of quality power in States is a basic requirement for production of goods and services.	National Power Portal, Central Electricity Authority

**Sub-Pillar : Infrastructure**

Indicator Name	Explanation	Source
Internet Facilities	The availability of Information and Communication Technologies (ICTs) in a State is crucial for the Ease Of Doing Business operations.	TRAI
Number of Industrial Corridors	To accelerate growth in manufacturing, ensure systematic, planned urbanization, provide employment opportunities and promote sustainable development.	DPIIT
Number of Clusters	Several towns have emerged as dynamic industrial clusters contributing handsomely to India's exports. These industrial clusters maximize the States' potential and enable them to move up the value chain and to tap new markets. (Towns of Export Excellence - TEE).	Cluster Mapping, EAC-PM
Number of IT Parks/Software Technology Parks/Food Parks	The objective of STPI - Software Technology Parks in India is to encourage, promote and boost software exports from India	Ministry of Electronics & Information Technology and Ministry of Food Processing Industries

**Sub-Pillar : Transport Connectivity**

Indicator Name	Explanation	Source
LEADS Index	LEADS makes a perception-based assessment of international trade logistics across Indian States and Union Territories – focusing on users and stakeholders. It also provides indicator-level assessments of performance on specific dimensions.	Department of Commerce, Ministry of Commerce and Industry
Multi-Model Logistics Hubs (MMLH)	The indicator will capture total area under MMLH catering to exporters (as a percentage of state area)	Department of Commerce, Ministry of Commerce and Industry
Area covered by Air Cargo Facilities (as a percentage of total State area)	The indicator will identify the proportion of area within a State catered by air cargo facilities to assess the connectivity of businesses to air cargo facilities.	Ministry of Civil Aviation
Area covered by ICDs (as a percentage of total State area)	The last leg of the supply chain, denoting the transportation of goods from a transportation hub to its final destination. This final destination could be the location of an end customer or inland container depots (ICDs)	Department of Commerce, Ministry of Commerce and Industry



**Sub-Pillar : Access to Finance**

Indicator Name	Explanation	Source
Banking Facilities	Banks serve as one of the main pillars of economic empowerment by taking care of the financial needs. They are critical for the industry to grow by ensuring credit availability.	RBI
Loan Schemes for Exporters	To provide better terms of credit including rates of interest to all eligible exporters, including those under small and medium sector, compared to those extended to other exporters by the State government	State Government
Export credit to exporters	Export credit intends to make short-term working capital finance available (both in Rupee & foreign currency) to exporters at internationally comparable interest rates.	RBI

**Pillar : Export Ecosystem****Sub-Pillar : Export Infrastructure**

Indicator Name	Explanation	Source
Area under Export Promotion Industrial Parks, Export Promotion Zones and Special Economic Zones (as percentage of State area)	The establishment of EPIPs, EPZs and SEZs by States provide exporters with attractive investment opportunities through incentives like tax benefits.	State Department of Industry and Commerce, SEZ India
Total area under trade exhibition centers (as percentage of State area)	The extent of trade exhibition centres (as a percentage of State area) will provide more opportunities to exporters to highlight their commodities.	State Department of Industries and Commerce
Trade Guide	Publication of trade guide with geography -based information on process, commodity, buyers/ market intelligence <i>etc.</i> , by state.	State Department of Industries and Commerce
Number of Agri-Export Zones	An Agri Export Zone or AEZ is a specific geographic region in a country demarcated for setting up agriculture-based processing industries, mainly for export.	Ministry of Food Processing Industries

**Sub-Pillar : Access to Trade Support**

Indicator Name	Explanation	Source
Projects Approved under Trade Infrastructure for Export Scheme (TIES)	The Government of India has launched TIES with the objective to assist Central and State Government Agencies for creation of appropriate infrastructure for growth of exports from the States. The Scheme provides financial assistance in the form of grant-in-aid to Central/State Government owned agencies for setting up or for up-gradation of export infrastructure as per the guidelines of the Scheme.	Ministry of Commerce and Industry
Number of trade fairs conducted by Government Departments	The number of trade fairs and exhibitions conducted by the State Governments help the exporters by providing them a platform to showcase their products, meet with industry partners and examine recent market activities and trends.	State Government
Capacity Building/ Orientation Workshops	The capacity building schemes help by providing exposure to exporters.	State Department of Industries and Commerce
Membership of Exporters in trade promotion council/agencies	Total membership of exporters (% of total exporters) in trade promotion council/agencies	State Department of Industries and Commerce

**Sub-Pillar : R&D Infrastructure**

Indicator Name	Explanation	Source
Number of NABL accredited labs (per lakh of business)	Laboratory accreditation: an authoritative body gives formal recognition of technical competence for specific tests/measurements, based on third party assessment and following international standards.	Directory of Accredited Testing Laboratories, NABL
Number of Inspection agencies - National Accreditation Board for Certification Bodies (NABCB) (per lakh of business)	NABCB accreditation: to provide international equivalence and acceptance of certificates and reports so that Government and Industry can take advantage and facilitate domestic trade, regulatory compliance and export competitiveness	Export Inspection Council
Research institutes (per lakh of population)	Research Programmes mainly on Crop Improvement, Biotechnological interventions, Soil testing based Nutrient Management Studies, Pest and Disease Management, Farm mechanization feasibility <i>etc.</i> , in States can boost their export readiness competitiveness in the global markets.	State Department for Industries and Commerce
Number of professional colleges (per lakh of population)	Professional colleges and universities that are All India Council of Technical Education (AICTE) accredited will be considered to promote a culture of research and development.	AICTE



**Pillar** : Export Performance

**Sub-Pillar** : Growth & Orientation

Indicator Name	Explanation	Source
Import Export Code (IEC) (as a percentage of total businesses)	IEC is a registration code required by companies for importing and exporting from India, making them eligible for recognition as a status holder.	DGCIS
Average Export Growth	This indicator is used to calculate the year on year growth in a States' exports	DGCIS
Export to GDP Ratio	This indicator gives the contribution of the exports of a State to its GDP	DGCIS
Increase in Number of Exporters	Increase in number of exporters in a State will indicate whether the business environment in States promotes exports.	DGCIS

**Sub-Pillar** : Export Diversification

Indicator Name	Explanation	Source
Export Concentration	Product Concentration Index is used to measure the dispersion of trade value across an exporter's products. it is also an indicator of an exporter's vulnerability to trade shocks.	DGCIS
Market Penetration Index	Market Penetration Index measures the extent to which exports from a State reach already proven markets. It is calculated as the number of countries to which a State exports a particular product divided by the number of total countries that import that product in a year.	DGCIS

## ANNEXURE -2

**Top Ten products exported from Union territory of Puducherry year-wise individually from 2015-16 to 2020-21**

TOP TEN PRODUCTS (2015-16)	TOTAL VALUE
PRTS OF OTHR OFFICE MCHNS OF HDG NO.8472	\$4,50,51,029.00
TOWERS FOR TRANSMISSION LINE W/N ASSEMBLED	\$3,32,17,809.00
IBUPROFANE	\$3,04,11,915.00
OTHERS	\$2,99,30,579.00
HIGH RUPTURING CAPACITY FUSES	\$2,92,51,112.00
OTHER MEDCNE PUT UP FOR RETAIL SALE N.E.S	\$1,85,04,513.00
IBUPROFEN WITH OR WITHOUT PARACETAMOL OR OTHER COMPOUNDS	\$1,56,40,342.00
OTHER PETROLEUM JELLY	\$1,47,23,649.00
PRTS OF HYDRAULIC ENGINES AND MOTORS	\$96,56,511.00
CIMETIDINE, RANTIDINE, NIZATIDINE AND ROXATIDINE	\$83,63,195.00
<b>Grand Total</b>	<b>\$23,47,50,654.00</b>

Source: DGCIS Value: USD

TOP TEN PRODUCTS (2016-17)	TOTAL VALUE
OTHERS	\$2,92,99,290.00
PRTS OF OTHR OFFICE MCHNS OF HDG NO.8472	\$2,84,56,234.00
IBUPROFANE	\$2,49,72,956.00
TOWERS FOR TRANSMISSION LINE W/N ASSEMBLED	\$2,46,89,047.00
HIGH RUPTURING CAPACITY FUSES	\$2,46,88,682.00
IBUPROFEN WITH OR WITHOUT PARACETAMOL OR OTHER COMPOUNDS	\$1,52,70,267.00
OTHER PETROLEUM JELLY	\$1,27,52,726.00
OTHER MEDCNE PUT UP FOR RETAIL SALE N.E.S	\$1,20,42,436.00
CIMETIDINE, RANTIDINE, NIZATIDINE AND ROXATIDINE	\$1,10,29,273.00
PRTS OF HYDRAULIC ENGINES AND MOTORS	\$1,02,17,658.00
<b>Grand Total</b>	<b>\$19,34,18,569.00</b>

Source: DGCIS Value: USD



TOP TEN PRODUCTS (2017-18)	TOTAL VALUE
TOWERS FOR TRANSMISSION LINE W/N ASSEMBLED	\$3,66,07,314.00
IBUPROFANE	\$2,97,46,180.00
HIGH RUPTURING CAPACITY FUSES	\$2,73,04,314.00
OTHERS	\$2,71,97,822.00
CIMETIDINE, RANTIDINE, NIZATIDINE AND ROXATIDINE	\$2,17,33,270.00
IBUPROFEN WITH OR WITHOUT PARACETAMOL OR OTHER COMPOUNDS	\$1,61,77,052.00
OTHER MEDCNE PUT UP FOR RETAIL SALE N.E.S	\$1,60,51,481.00
OTHER FORGED BARS AND RODS	\$1,44,74,644.00
PRTS OF HYDRAULIC ENGINES AND MOTORS	\$1,30,70,095.00
OTHER PETROLEUM JELLY	\$95,31,649.00
<b>Grand Total</b>	<b>\$21,18,93,821.00</b>

Source: DGCIS Value: USD

TOP TEN PRODUCTS (2018-19)	TOTAL VALUE
IBUPROFANE	\$4,39,58,249.00
OTHER ANTIEPILEPTIC DRUGS	\$2,86,15,750.00
OTHERS	\$2,77,45,619.00
TOWERS FOR TRANSMISSION LINE W/N ASSEMBLED	\$2,24,13,847.00
HIGH RUPTURING CAPACITY FUSES	\$2,18,33,157.00
CIMETIDINE, RANTIDINE, NIZATIDINE AND ROXATIDINE	\$1,66,96,163.00
IBUPROFEN WITH OR WITHOUT PARACETAMOL OR OTHER COMPOUNDS	\$1,30,36,752.00
OTHER MEDCNE PUT UP FOR RETAIL SALE N.E.S	\$1,05,91,979.00
OTHER DILOXANIDE FUROATE, CIMETIDINE, FAMOTIDINE NES	\$1,04,23,629.00
STERNG WHEELS,STERNG COLUMNS AND STERNG BOXES	\$1,01,61,008.00
<b>Grand Total</b>	<b>\$20,54,76,153.00</b>

Source: DGCIS Value: USD

TOP TEN PRODUCTS (2019-20)	TOTAL VALUE
IBUPROFANE	\$4,40,49,917.00
OTHERS	\$2,62,15,703.00
IBUPROFEN WITH OR WITHOUT PARACETAMOL OR OTHER COMPOUNDS	\$2,09,50,659.00
HIGH RUPTURING CAPACITY FUSES	\$2,02,66,327.00
OTHER MEDCNE PUT UP FOR RETAIL SALE N.E.S	\$1,92,61,192.00
OTHER ANTIEPILEPTIC DRUGS	\$1,78,60,737.00
STERNG WHEELS,STERNG COLUMNS AND STERNG BOXS	\$1,27,23,129.00
OTHER DILOXANIDE FUROATE, CIMETIDINE, FAMOTIDINE NES	\$1,07,35,345.00
TOWERS FOR TRANSMISSION LINE W/N ASSEMBLED	\$1,06,78,843.00
OTHER PETROLEUM JELLY	\$91,94,170.00
<b>Grand Total</b>	<b>\$19,19,36,022.00</b>

Source: DGCIS Value: USD

TOP TEN PRODUCTS (2020-21)	TOTAL VALUE
IBUPROFANE	\$421,49,363.00
TOWERS FOR TRANSMISSION LINE W/N ASSEMBLED	\$362,37,511.00
OTHER MEDCNE PUT UP FOR RETAIL SALE N.E.S	\$243,33,473.00
IBUPROFEN WITH OR WITHOUT PARACETAMOL OR OTHER COMPOUNDS	\$210,24,671.00
OTHERS	\$196,61,638.00
HIGH RUPTURING CAPACITY FUSES	\$196,61,517.00
STERNG WHEELS,STERNG COLUMNS AND STERNG BOXS	\$124,84,648.00
TOWEL ORHT THN TERRY OF COTN, NTKNTD/CRCHT	\$115,60,902.00
PRTS OF HYDRAULIC ENGINES AND MOTORS	\$97,57,982.00
PHENOBARBITONE,MEPHOBARBITONE,PRIMIDONE, PHENYTOIN,CARBAMAZ	\$95,05,396.00
<b>Grand Total</b>	<b>\$2063,77,101.00</b>

Source: DGCIS Value: USD



## ANNEXURE - 3

Export performance of Top Ten Principal Commodities from Union territory of Puducherry at 6 digits level of ITC HS Code year-wise from 2015-16 to 2019-20

TOP TEN PRINCIPAL COMMODITIES (2015-16)	TOTAL VALUE
AGRO CHEMICALS	6360823
AUTO COMPONENTS/PARTS	9437536
BULK DRUGS, DRUG INTERMEDIATES	36541646
COSMETICS AND TOILETRIES	6073650
DRUG FORMULATIONS, BIOLOGICALS	63663053
ELECTRIC MACHINERY AND EQUIPME	66260679
ELECTRONICS INSTRUMENTS	47285617
HND TOOL, CTTNG TOOL OF METALS	9979745
PETROLEUM PRODUCTS	15916146
PRODUCTS OF IRON AND STEEL	35595066
<b>Grand Total</b>	<b>297113961</b>

Source: DGCIS Value: USD

TOP TEN PRINCIPAL COMMODITIES (2016-17)	TOTAL VALUE
AGRO CHEMICALS	4926853
AUTO COMPONENTS/PARTS	10169146
BULK DRUGS, DRUG INTERMEDIATES	31383935
COSMETICS AND TOILETRIES	8485647
DRUG FORMULATIONS, BIOLOGICALS	55335359
ELECTRIC MACHINERY AND EQUIPME	65320969
ELECTRONICS INSTRUMENTS	29163854
HND TOOL, CTTNG TOOL OF METALS	10107419
PETROLEUM PRODUCTS	12757474
PRODUCTS OF IRON AND STEEL	26070045
<b>Grand Total</b>	<b>253720701</b>

Source: DGCIS Value: USD

TOP TEN PRINCIPAL COMMODITIES (2017-18)	TOTAL VALUE
AGRO CHEMICALS	8709504
AUTO COMPONENTS/PARTS	16763346
BULK DRUGS, DRUG INTERMEDIATES	35125528
COMPUTER HARDWARE, PERIPHERALS	8225684
DRUG FORMULATIONS, BIOLOGICALS	95379261
ELECTRIC MACHINERY AND EQUIPME	77809682
HND TOOL, CTTNG TOOL OF METALS	7132668
IRON AND STEEL	20176468
PETROLEUM PRODUCTS	9532042
PRODUCTS OF IRON AND STEEL	41946523
<b>Grand Total</b>	<b>320800706</b>

Source: DGCIS Value: USD

TOP TEN PRINCIPAL COMMODITIES (2018-19)	TOTAL VALUE
AGRO CHEMICALS	7579570
AUTO COMPONENTS/PARTS	18948946
BULK DRUGS, DRUG INTERMEDIATES	55299012
COMPUTER HARDWARE, PERIPHERALS	10651635
COSMETICS AND TOILETRIES	10601938
DRUG FORMULATIONS, BIOLOGICALS	101640550
ELECTRIC MACHINERY AND EQUIPME	76867860
IRON AND STEEL	6485249
PETROLEUM PRODUCTS	9931527
PRODUCTS OF IRON AND STEEL	26890108
<b>Grand Total</b>	<b>324896395</b>



TOP TEN PRINCIPAL COMMODITIES (2019-20)	TOTAL VALUE
AGRO CHEMICALS	7054243
AUTO COMPONENTS/PARTS	24093278
BULK DRUGS, DRUG INTERMEDIATES	55588241
COMPUTER HARDWARE, PERIPHERALS	8386499
COSMETICS AND TOILETRIES	10036034
DRUG FORMULATIONS, BIOLOGICALS	96717047
ELECTRIC MACHINERY AND EQUIPME	63692677
MANMADE YARN,FABRICS,MADEUPS	8025766
PETROLEUM PRODUCTS	9212140
PRODUCTS OF IRON AND STEEL	12344065
<b>Grand Total</b>	<b>295149990</b>

Source: DGCIS Value: USD

TOP TEN PRINCIPAL COMMODITIES (2020-21)	TOTAL VALUE
AUTO COMPONENTS/PARTS	23511284
BULK DRUGS, DRUG INTERMEDIATES	56945762
COMPUTER HARDWARE, PERIPHERALS	9018305
COSMETICS AND TOILETRIES	8486200
COTTON FABRICS, MADEUPS ETC.	13310411
DRUG FORMULATIONS, BIOLOGICALS	99033394
ELECTRIC MACHINERY AND EQUIPME	65970826
MANMADE YARN,FABRICS,MADEUPS	8843016
ORGANIC CHEMICALS	8298155
PRODUCTS OF IRON AND STEEL	42408734
<b>Grand Total</b>	<b>335826087</b>

Source: DGCIS Value: USD

## ANNEXURE-4

**Data of Top Ten Principal Commodities exported to each of the Top Ten Destinations  
from the Union territory of Puducherry between 2015-16 to 2020-21**

CZECH REPUBLIC	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
ELECTRIC MACHINERY AND EQUIPME	8.46	23.57	23.90	26.23	7.41	3.55
AUTO COMPONENTS/PARTS				.82	.35	2.57
DRUG FORMULATIONS, BIOLOGICALS	.33	.42	.24	.50	.24	1.70
COSMETICS AND TOILETRIES	.01	.01	.02	.01	.0	.01
LEATHER GOODS	.0		.01	.0		.01
CERAMICS AND ALLIED PRODUCTS			.0	.01	.02	.01
MEDICAL AND SCIENTIFIC INSTRUM	.01	.05	.01	.01		.0
OTHR RUBBER PRODCET EXCPT FOOTW			.03			.0
BULK DRUGS, DRUG INTERMEDIATES			.14	.14	.0	
OTHER MISC. ENGINEERING ITEMS	.01		.01	.01	.01	
<b>TOTAL</b>	<b>8.82</b>	<b>24.05</b>	<b>24.36</b>	<b>27.73</b>	<b>8.04</b>	<b>7.32</b>

Source : DGCIS Value : USD (Millions)

GERMANY	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
ELECTRIC MACHINERY AND EQUIPME	14.61	.36	.19	.23	15.72	18.25
BULK DRUGS, DRUG INTERMEDIATES	3.21	2.61	1.99	5.29	6.0	8.89
AUTO COMPONENTS/PARTS	2.72	2.75	2.08	2.23	4.25	.97
DRUG FORMULATIONS, BIOLOGICALS	.60	.49	.19	.24	.46	.49
CERAMICS AND ALLIED PRODUCTS	.32	.34	.39	.37	.32	.39
RMG COTTON INCL ACCESSORIES	.08	.08	.20	.23	.20	.17
OPTICAL ITEMS (INCL.LENS ETC)	.24	.35	.30	.24	.21	.21
COTTON FABRICS, MADEUPS ETC.	.02	.02	.09	.13	.18	.14
HND TOOL, CTTNG TOOL OF METALS	.17	.08	.17	.18	.36	.36
ELECTRONICS INSTRUMENTS	1.06	.03	.01	.03		0
<b>TOTAL</b>	<b>23.03</b>	<b>7.12</b>	<b>5.61</b>	<b>9.16</b>	<b>27.68</b>	<b>25.43</b>

Source : DGCIS Value : USD (Millions)



GUATEMALA	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
DRUG FORMULATIONS, BIOLOGICALS	7.15	7.89	9.03	11.38	10.31	12.65
BULK DRUGS, DRUG INTERMEDIATES	.21	.07	.08		.03	.0
AC, REFRIGERATION MACHNRY ETC			.0			
BOOKS, PUBLICATIONS AND PRNTNG			.0			
INORGANIC CHEMICALS			.03	.03		
PAPER, PAPER BOARD AND PRODUCT			.0			
STATIONRY/OFFCE, SCHOOL SUPPLY			.0			
<b>TOTAL</b>	<b>7.36</b>	<b>7.97</b>	<b>9.14</b>	<b>11.40</b>	<b>10.34</b>	<b>12.65</b>

Source : DGCIS Value : USD (Millions)

HONG KONG	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
ELECTRIC MACHINERY AND EQUIPME	7.21	7.81	8.16	6.51	5.94	6.45
OTHER MISC. ENGINEERING ITEMS		.0			.0	.35
PETROLEUM PRODUCTS	.19	.21	.31	.30	.41	.33
PEARL, PRECS, SEMIPRECS STONES			.08	.06	.45	.18
HND TOOL, CTTNG TOOL OF METALS	.0					.16
COMPUTER HARDWARE, PERIPHERALS	.01	.04	.45	.45	.14	.11
MARINE PRODUCTS			.13	.36	.06	.27
AUTO TYRES AND TUBES			.08			
CONSUMER ELECTRONICS				.08		
ELECTRONICS INSTRUMENTS	1.06	.23	.07	.0		
<b>TOTAL</b>	<b>8.46</b>	<b>8.28</b>	<b>9.28</b>	<b>7.76</b>	<b>7.0</b>	<b>7.61</b>

Source : DGCIS Value : USD (Millions)

MYANMAR	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
PRODUCTS OF IRON AND STEEL	2.56	2.99	3.27	6.21	1.77	15.26
DRUG FORMULATIONS, BIOLOGICALS	.56	.46	.46	.79	.68	.67
AGRO CHEMICALS	.02	.04				
COSMETICS AND TOILETRIES	.0		.03			
ELECTRIC MACHINERY AND EQUIPME	.02	.04	.05	.07	.05	
FOOTWEAR OF RUBBER/CANVAS ETC.					.07	
INORGANIC CHEMICALS			.13			
IRON AND STEEL			14.47			
MACHINE TOOLS	.03					
OTHR RUBBER PRODCPT EXCPT FOOTW		.01			.09	
<b>TOTAL</b>	<b>3.19</b>	<b>3.54</b>	<b>18.41</b>	<b>7.06</b>	<b>2.67</b>	<b>15.93</b>

Source : DGCIS Value : USD (Millions)

NETHERLAND	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
BULK DRUGS, DRUG INTERMEDIATES	.74	2.75	3.51	7.60	7.95	7.16
PETROLEUM PRODUCTS	3.03	2.29	3.13	4.68	4.17	3.75
DRUG FORMULATIONS, BIOLOGICALS	.14	.17	.41		.01	.83
MISC PROCESSED ITEMS			.11	.10	.31	.25
HANDCRFS(EXCL.HANDMADE CRPTS)	.01	.03	.03	.31	.19	.09
LEATHER GOODS	.16	.63	1.01	.46	.24	.05
Others	.06	.14	.22	.0		.0
ELECTRONICS INSTRUMENTS	3.10	1.36	.22	.0	.0	
IRON AND STEEL	.12	.07	.08	.12	.05	
MEDICAL AND SCIENTIFIC INSTRUM			.18		.10	
<b>TOTAL</b>	<b>7.37</b>	<b>7.44</b>	<b>8.89</b>	<b>13.27</b>	<b>12.90</b>	<b>12.88</b>

Source : DGCIS Value : USD (Millions)



SAUDI ARABIA	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
PRODUCTS OF IRON AND STEEL	24.07	10.34	.03			19.43
INORGANIC CHEMICALS	1.66	2.67	2.03	1.73	1.40	2.09
ELECTRIC MACHINERY AND EQUIPME	2.77	.40	.88	.24	.52	1.23
PAINT, VARNISH AND ALLID PRODC	1.32	1.75	1.73	1.91	2.58	.94
COSMETICS AND TOILETRIES	1.59	.97	.53	1.25	.88	.31
IRON AND STEEL	.06	.11	.09	.13	.22	.13
BULK DRUGS, DRUG INTERMEDIATES	.29	.16	.31	1.67	.43	.16
PLASTIC RAW MATERIALS	.12	.13	.19	.12	.11	.02
ORGANIC CHEMICALS	.17	.09	.05	.17		
PETROLEUM PRODUCTS	3.23	1.18	1.06			
<b>TOTAL</b>	<b>35.28</b>	<b>17.79</b>	<b>6.91</b>	<b>7.21</b>	<b>6.14</b>	<b>24.39</b>

Source : DGCIS Value : USD (Millions)

UNITED ARAB EMIRATES	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
GLASS AND GLASSWARE	1.72	1.11	.67	.28	1.31	1.02
BULK DRUGS, DRUG INTERMEDIATES	.06	.07	.09	.07	1.03	.91
COSMETICS AND TOILETRIES	2.73	4.44	1.75	2.73	1.22	.55
ELECTRIC MACHINERY AND EQUIPME	.36	.27	.59	.35	.25	.51
PACKAGING MATERIALS		.19	1.93	2.07	1.11	.47
IRON AND STEEL	.25	.54	.85	.84	.50	.47
PAINT, VARNISH AND ALLID PRODC	2.59	1.46	.76	.43	.43	.31
ELECTRONICS INSTRUMENTS	.71	.18	.19	.07	.22	.27
PRODUCTS OF IRON AND STEEL	.56	2.35	.90	.14	.0	.15
PETROLEUM PRODUCTS	6.13	5.83	1.16	.26	.45	
<b>TOTAL</b>	<b>15.11</b>	<b>16.44</b>	<b>8.88</b>	<b>7.24</b>	<b>6.52</b>	<b>4.94</b>

Source : DGCIS Value : USD (Millions)

UNITED KINGDOM	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
BULK DRUGS, DRUG INTERMEDIATES	9.59	8.63	7.65	11.86	8.80	6.73
DRUG FORMULATIONS, BIOLOGICALS	3.51	2.62	1.41	1.98	2.61	7.77
ELECTRIC MACHINERY AND EQUIPME	10.57	8.30	9.51	7.88	7.80	6.98
AUTO COMPONENTS/PARTS	.01	.05	.24	.54	2.55	3.03
HANDCRFS(EXCL. HANDMADE CRPTS)	.26	.21	.21	.26	.21	1.46
COTTON FABRICS, MADEUPS ETC.	1.47	2.03	2.15	2.26	2.15	1.37
OTHER MISC. ENGINEERING ITEMS	.35	.11	.01		.08	1.33
OPTICAL ITEMS (INCL.LENS ETC)	.67	.63	.86	1.86	1.07	.86
MANMADE YARN,FABRICS,MADEUPS	.05	.28	.45	.23	.42	.25
GRANIT, NATRL STONE AND PRODC	.39	.43	.40	.13	.01	
<b>TOTAL</b>	<b>26.87</b>	<b>23.29</b>	<b>22.89</b>	<b>26.99</b>	<b>25.70</b>	<b>30.25</b>

Source : DGCIS Value : USD (Millions)

U S A	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
DRUG FORMULATIONS, BIOLOGICALS	28.51	24.01	47.37	55.08	44.51	29.46
COTTON FABRICS, MADEUPS ETC.	.02	.03	.55	.07	.06	11.49
ELECTRIC MACHINERY AND EQUIPME	13.35	12.79	17.43	17.04	12.31	12.62
AUTO COMPONENTS/PARTS	1.83	2.26	5.68	7.95	8.13	9.71
MANMADE YARN,FABRICS,MADEUPS		.32	1.40	3.99	6.57	7.67
HND TOOL, CTTNG TOOL OF METALS	9.69	9.96	6.77	.44	3.28	4.68
BULK DRUGS, DRUG INTERMEDIATES	5.51	2.06	4.45	4.10	2.66	3.80
PRODUCTS OF IRON AND STEEL	.26	.96	2.82	2.86	1.0	.67
PACKAGING MATERIALS	1.25	3.62	2.56	.05	.05	.03
ELECTRONICS INSTRUMENTS	14.61	17.27	.05	.23	.0	.0
<b>TOTAL</b>	<b>75.03</b>	<b>73.29</b>	<b>89.09</b>	<b>91.81</b>	<b>78.58</b>	<b>80.14</b>

Source : DGCIS Value : USD (Millions)



## ANNEXURE-5

## Contact details of Trade Association Councils

Sl. No.		Sl. No.	
1	Apparel Export Promotion Council No. 18, 1st Floor, Readymade Garment Complex, Thiru. Vi. Ka., Industrial Estate, Guindy, Chennai-600 032 044-22500461/216 aepcchennai@aepcindia.com	2	Basic Chemicals, Pharmaceuticals & Cosmetics EPC (CHEMEXCIL) Manipal Centre, 6th Floor, Unit No S-610, #47, Dickenson Road, Bangalore - 560042 Tel. No. +91 80 25580447, Fax: +91 80 25580446 Mobile: +91 9483549037 / 8147650530 Email: <a href="mailto:robengaluru@chemexcil.gov.in">robengaluru@chemexcil.gov.in</a> & <a href="mailto:mem_roblr@chemexcil.net">mem_roblr@chemexcil.net</a>
3	Carpet Export Promotion Council 2nd Floor, Rajiv Gandhi Handicrafts Bhawan, Baba Kharak Singh Marg, Delhi - 110001, INDIA. 91-11-23364716, +91-11-2336471 Email : <a href="mailto:info@cepc.co.in">info@cepc.co.in</a>	4	Cashew Export Promotion Council of India B No.1709, Chittoor Road, Ernakulam South, Cochin-682 016, Kerala Tel : 0484-2376459/2376080 Fax : 0484-2377973 E-mail: <a href="mailto:cashew@vsnl.com">cashew@vsnl.com</a> Website : <a href="http://www.cashewindia.org">www.cashewindia.org</a>
5	The Chemical & Allied Products Export Promotion Council (CAPEXIL) Rashid Mansion, 408, Annasalai, Chennai -600 006 Tel : (044)8292310 , 8294713 <a href="mailto:capexils@dataone.in">capexils@dataone.in</a>	6	The Chemical & Allied Products Export Promotion Council (CAPEXIL) Rashid Mansion, 408, Annasalai, Chennai -600 006 Tel : (044)8292310 , 8294713 <a href="mailto:capexils@dataone.in">capexils@dataone.in</a>
7	Council for Leather Exports 20, CMDA Tower-II, 3rd Floor, Gandhi Irwin Bridge Road Egmore, Chennai-600 008 Tel: 044-28594367-71 Fax : 044-28594363-64 E-mail: <a href="mailto:cle@cleindia.com">cle@cleindia.com</a> Website: <a href="http://www.leatherindia.org">www.leatherindia.org</a>	8	EEPC INDIA ( Formerly Engineering Export Promotion Council) 3rd floor, GreamsDugar, 149, Greams Road, Chennai, Tamil Nadu 600006 Phone: <a href="tel:04428295501">044 2829 5501</a> E-mail : <a href="mailto:eepecrochen@eepecindia.net">eepecrochen@eepecindia.net</a>
9	Export Promotion Council for Handicrafts No 13, 11th Ave, Shenoy Nagar, Chennai, Tamil Nadu 600030 Tel : 91-44-26680717 E-mail: <a href="mailto:epchsn@satyam.net.in">epchsn@satyam.net.in</a>	10	Federation of Indian Export Organizations (FIEO) Unit 706, Spencer Plaza, 7th, 769, Anna Salai , Mount Road, Chennai, Tamil Nadu 600002 Phone: 044 2849 7755 Email: <a href="mailto:FIEOsr@giasmd01.vsnl.net.in">FIEOsr@giasmd01.vsnl.net.in</a>

11	The Gem & Jewellery Export Promotion Council 113, Gopathi Narayanaswami Chetty Rd, ParthasarathiPuram , T. Nagar, Chennai, Tamil Nadu 600017 <u>Phone: 044 2815 5180</u> <u>Website: gjepec.org</u>	12	Handloom Export Promotion Council 34, Cathedral Garden Road, Nungambakkam, Chennai -600034. Tel : +91 44 28278879 / 6043 Fax : +91 44 28271761 Email: <a href="mailto:hepc@hepcindia.com">hepc@hepcindia.com</a> Website: <a href="http://www.hepcindia.com">www.hepcindia.com</a>
13	Indian Oilseeds & Produce Export Promotion Council 78-79, Bajaj Bhavan, Nariman Point, Mumbai-400 021 Tel: 022-22023225 / 22029295 Fax: 022-22029236 Email: <a href="mailto:info@iopea.org">info@iopea.org</a> Website: <a href="http://www.iopea.org">www.iopea.org</a>	14	The Indian Silk Export Promotion Council (delhi address) 1302-04, Ansal Tower, 38 Nehru Place, New Delhi - 110019 Telephone : 011-40154181, 26220134 Email: <a href="mailto:isepc@theindiansilkexportpromotioncouncil.com">isepc@theindiansilkexportpromotioncouncil.com</a> , <a href="mailto:roisepec@gmail.com">roisepec@gmail.com</a>
15	Jute Products Development and Export Promotion Council - (JPDEPC) 34, Cathedral Gardens Road, 1st Floor, Nungambakkam Chennai-6000034 Tel: 044-28224967 Fax: 044-28224462 Email: <a href="mailto:jjmdc.chennai@vsnl.com">jjmdc.chennai@vsnl.com</a>	16	Pharmaceuticals Export Promotion Council 201, Aditya Trade Centre, Ameerpet, Hyderabad - 500038, Phone: +91-40-23735462 / 5464/5466 Email: <a href="mailto:info@pharmexcil.com">info@pharmexcil.com</a>
17	The Sports Goods Export Promotion Council 2nd Floor, 1E/6, Swami Ram Tirth Nagar, Jhandewalan Extension New Delhi-110 055 Tel : 011-23525695, 23516183 Fax : 011-23632147 E-mail: <a href="mailto:sgepc@vsnl.com">sgepc@vsnl.com</a> Website : <a href="http://www.sportsgoodsindia.org">www.sportsgoodsindia.org</a>	18	Synthetic & Rayon Textiles Export Promotion Council 41, Race Course, Coimbatore - 641018, Tamil Nadu Phone : 9790167113 Email id: <a href="mailto:coimbatore@srtepc.in">coimbatore@srtepc.in</a>
19	Agricultural and Processed Food Products Export Development Authority (APEDA) 1st Floor, Beeja Bhavan, Bellary Road, Hebbal, Bengaluru - 560024 Phone: +91- 080 - 29731200, 080 - 29731206, 080-23419272 E-mail: <a href="mailto:apedabl@apeda.gov.in">apedabl@apeda.gov.in</a>	20	Marine Products Export Development Authority The Marine Products Export Development Authority Regional Division, No.167, First Floor, Interpretation Building TNFDC, ECOPARK Poonamallee High Road, Chetpet, Kilpauk Chennai - 600 010 Tel: 044 28365152 Fax: +91 44 26265152



21	Coconut Development Board No.47, F1, Dr.Ramaswami Salai, K.K. Nagar, Chennai - 600 078, Tamil Nadu. Phone: (044) 23662684, 23663685 E-mail: <a href="mailto:ro-chennai@coconutboard.go.in">ro-chennai@coconutboard.go.in</a>	22	Coffee Board 22 , Post Box No.5366 No.1, Dr. Ambedkar Veedhi Bangalore-560 001 Tel : 080-22266991-94 Fax : 080-22255557 E-mail: <a href="mailto:cofboard@vsnl.com">cofboard@vsnl.com</a> Website: <a href="http://www.indiacoffee.org">www.indiacoffee.org</a>
23	Coir Board No. 41, NehruStreet, MahalingaPuram, Near Roundana, Beside Water Tank, Pollachi-642 002 Dist.Coimbatore, Tamil Nadu State. Phone :04259-222450 Tel Fax :04259-227665 E-mail: <a href="mailto:coirpollachi@gmail.com">coirpollachi@gmail.com</a>	24	The Rubber Board Shastri Road P B No.1122 Kottayam-686 002 Ph:91-481-2301231 Fax: 91-481-2571380
25	Spices Board House No.5-19-12, 4th Line Lakshmipuram Guntur-522 007 Tel : 0863-2354782 E-mail: <a href="mailto:spicesboard@vsnl.com">spicesboard@vsnl.com</a> ; <a href="mailto:mail@indianspices.com">mail@indianspices.com</a> Website: <a href="http://www.indianspices.com">www.indianspices.com</a>	26	Tea Board 14, Biplabi Trilokya MaharajSarani Kolkata-700 001 Tel: 033-22215717/ 22255134 Fax: 033-22215715 Email : <a href="mailto:tboardcp@cal3.vsnl.net">tboardcp@cal3.vsnl.net</a>
27	Tobacco Board P B No.322, Grand Trunk Road, Guntur-522 004 Andhra Pradesh Tel : 0863-2358399/ 2358499 Fax : 0863-2354232 E-mail: <a href="mailto:info@indiantobacco.com">info@indiantobacco.com</a> Website: <a href="http://www.indiantobacco.com">www.indiantobacco.com</a>	28	Food Safety and Standards Authority of India(FSSAI) Commissioner Food Safety 5 <sup>th</sup> Floor of DMS Office Building 259, Anna Salai, DMS Campus, Teynamapet Chennai- 600 006.
29	Madras Export Processing Zone Administrative Building MEPZ Special Economic Zone, GST Road, Tambaram, Chennai, Tamil Nadu, India - 600045 Phone: 044-22628220 Fax : 044-22628218 Email: <a href="mailto:dc@mepz.gov.in">dc@mepz.gov.in</a>	30	Bureau of India Standards, Chennai C.I.T. Campus ,IV Cross Road, Chennai - 600 113 Tel: 044 22541442, 22541216 Fax: 91-044-22541087 Email: <a href="mailto:sro@bis.gov.in">sro@bis.gov.in</a>
31	Export Inspection Agency(EIA) 6th Floor CMDA Tower II, No: 1 Gandhi Irwin Road, Egmore, Chennai - 600 008 Tel: + 91 - 44 - 2855 2841 / 42 Fax: + 91 - 44 - 2855 2840 E-mail: <a href="mailto:eiamadras@eicindia.org">eiamadras@eicindia.org</a>	32	Plant Quarantine Station Regional Plant Quarantine Station, G.S.T. Road, Near Trident Hotel, Meenambakkam Chennai- 600 027, Tamil Nadu Tel : 044-22323888 , 044-22347522 Email: <a href="mailto:pqfsc@nic.in">pqfsc@nic.in</a>

## ANNEXURE-6

## Contact details of Government Bodies related to Foreign Trade

DGFT	<p>1. O/o Zonal Additional Director General of Foreign Trade ShastriBhavan,,Haddows Road, Subba Road Avenue, Nungambakkam, Chennai, Tamil Nadu 600006 Tel: 044-28283404, 28283408, E-mail : <a href="mailto:chennai-dgft@nic.in">chennai-dgft@nic.in</a></p>
ECGC	<p>Export Credit Guarantee Corporation of India (ECGC) 3<sup>rd</sup>Floor , Overseas Tower, 756 L, Anna Salai , Chennai - 600 002 Tel : (044) 4228 4488 - 4228 4499 Email - <a href="mailto:bbb.chennai@ecgc.in">bbb.chennai@ecgc.in</a></p>
COO ISSUING AGENCIES PREFERENTIAL TRADE AGREEMENTS	<p>1. O/o Zonal Additional Director General of Foreign Trade ShastriBhavan,,Haddows Road, Subba Road Avenue, Nungambakkam, Chennai, Tamil Nadu 600006 Tel: 044- 28283400 E-mail : <a href="mailto:chennai-dgft@nic.in">chennai-dgft@nic.in</a></p> <p>2. Export Inspection Agency No .1 ,CMDA Tower , 6<sup>th</sup>Floor ,Gandhi Irwin Road , Chennai - 600 008. Tel : 044 28552841 , 044 28552842 Email : <a href="mailto:eicindia.gov.in">eicindia.gov.in</a></p> <p>3. MPEDA No. 167 , 1<sup>st</sup> Floor ,Interpretation Building TNFDC Poonamallee High Road , Chetpet ,Kilpauk , Chennai - 600 010 Tel : 044 2865152 , 044 26265152 Email: <a href="mailto:ro.che@mpeda.gov.in">ro.che@mpeda.gov.in</a></p>
COO ISSUING AGENCIES- NON PREFERENTIAL TRADE AGREEMENTS	<p>1. Directorate General of Foreign Trade &amp; its Regional Offices Head Office :UdyogBhavan, New Delhi 110011 Phone : 011-23062777 Fax : 011-23062225 E-mail : <a href="mailto:dgft@nic.in">dgft@nic.in</a> Website: <a href="http://www.dgft.gov.in">www.dgft.gov.in</a></p> <p>2. Textile Committee &amp; its Offices in India Head office:-Textile Committee Export Promotion and Quality Assurance Division First Floor, P.Balu Road, Off.VeerSavarkar Marg, PrabhadeviChowk, Prabhadevi, Mumbai - 400 025 Ph:022-66527507; 66527500 Fax:022-66527509</p>



	<p>3. FIEO and its branches in India Head Office:-NiryatBhawan, Rao Tula Ram Marg, Opp. Army Hospital Research &amp;Referral, New Delhi-110057 Tel:011-26150101-104 46042222 Fax-91-11-26148194/2615007</p> <p>4. CII and its branches Head Office:-23, Institutional Area, Lodi Road, New Delhi - 110 003 Phone : 0091-11-4629994-7, 4626164 / 4625407 Fax : 0091-11-4626149/4633168 Cable : BUILDPOWER Email : <a href="mailto:cb@cii.in">cb@cii.in</a> Internet : <a href="http://www.cii.in">www.cii.in</a></p>
PHYTOSANITARY CERTIFICATE ISSUING OFFICES	<p>Department of Agriculture NamakkalKavigarMaligai , Fort .ST. George, Chennai - 600 009 Tel : 044 25665566</p> <p>Regional Plant Quarantine Station G.S.T. Road, Near Trident Hotel, Meenambakkam Chennai- 600 027,Tamil Nadu Tel : 044-22323888 , 044-22347522 Email: <a href="mailto:pqfsc@nic.in">pqfsc@nic.in</a></p>
MPEDA Quality Control Lab	<p>No. 167 , 1<sup>st</sup> Floor ,Interpretation Building TNFDC Poonamallee High Road ,Chetpet , Kilpauk , Chennai - 600 010. Tel : 044 2865152 , 044 26265152 Email: <a href="mailto:ro.che@mpeda.gov.in">ro.che@mpeda.gov.in</a></p>
APEDA Approved Labs	<p>Chennai Mettex Lab Private Limited Jothi Complex No. 83 MKN Road Guindy Chennai 600 032 Tel: 044-22323163, 42179490/91 Fax: 044-22311034 Email : <a href="mailto:vks@mettexlab.com">vks@mettexlab.com</a>; <a href="mailto:drbala@mettexlab.com">drbala@mettexlab.com</a>;</p>

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